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A SURVEY OF VISITORS TO **Sainte Marie Among the Hurons**


1971

AND THE ECONOMIC IMPACT OF THE ATTRACTION
ON THE MIDLAND AREA



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A SURVEY OF VISITORS TO

SAINTE-MARIE AMONG THE HURONS, 1971

- and the Economic Impact
of the Attraction on the
Midland Area

Tourism and Recreation Studies Branch
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The Ontario Ministry of Industry and Tourism
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The very considerable contribution of J.J. Vila in the preparation and writing of this report, and the assistance of Prof. Atid Kaplan of Laurentian University and K.R. Kaczanowski of Tourism and Recreation Studies Branch, are acknowledged, with appreciation.

A handwritten signature in dark ink, appearing to read 'P. Klopchic', written in a cursive style.

Peter Klopchic

Summary

Attendance at Sainte-Marie Among the Hurons during the 1971 season was composed of 23,360 adult or family parties and 779 organized youth/school groups and these two types of visiting parties accounted for 144,166 persons, the highest visitation to the site since its reconstruction in 1964.

The adult/family party composed of 2.7 adults and 1.4 children (under 18 years of age) spent an average of \$13.00 within the Midland area on the day of their visit to the attraction.

A profile of the organized youth/school group indicated a composition of 6.9 adults and 55.2 children and their average expenditure per group was estimated to be \$57.60 per visit.

The total visitor expenditure generated in the Midland area due to the existence of Sainte-Marie Among the Hurons was estimated as follows:

Expenditure of Visitors, 1971

Adult/family parties	\$304,000
Youth/school groups	\$ 45,000

providing a combined visitor expenditure of approximately \$350,000.

As the total expenditure by all visitors to the area, other than commuters, was estimated to be \$2,200,000, it may be observed that the estimated visitor expenditure of \$350,000

directly related to attendance at Sainte-Marie Among the Hurons, accounted for 15.9 per cent of this total, a significant contribution to the overall visitor spending in the area.

By adding the subsidized portion of operating and capital expenses to the visitor expenditure related to Sainte-Marie, the total financial input to the Midland area due to the attraction was estimated:

<u>Visitor Expenditure Related to Sainte-Marie, 1971</u>		<u>Amount of Governmental Subsidy, 1971</u>		<u>Total Financial Input on the Area</u>
\$350,000	+	\$248,000	=	\$598,000

This initial financial input of nearly \$600,000 can be further magnified by the local economic multiplier of 1.2 to obtain a total economic benefit of \$720,000 for the area.

The estimated taxation of the multiplied benefit at three levels of government (federal, provincial and municipal) amounted to \$252,000. Thus, taxes generated exceeded the amount of subsidy.

The large majority (86.5%) of adult/family parties, originated in Ontario. Attendance figures for out-of-province visitors were of decidedly secondary consequence, due to remote location from other than Ontario markets and to limited promotion of the attraction.

The site attracts middle and higher income visitors. Among occupation groups, professional categories stand out due

in part, to high visitation by school teachers.

The average length of stay in the region was 3.7 hours for "less than one day" and 2.3 days for "one or more days" visitors.

The "main reason for visiting" the Midland area most frequently mentioned by respondents (52.8%) was to visit Sainte-Marie Among the Hurons.

The survey brought out the importance of "word-of-mouth" advertising as well as the significant impact of en route signs and news media.

A marketing plan should be developed in order to attract visitors during shoulder months of May and September.

On the basis of respondent comments, a suitable eating place in close proximity to the site should be provided for visitors. Also, the building numbers should be marked more clearly in the pamphlets and especially on or within the building structures themselves.

Purpose

The primary reason for this study was to ascertain the economic evaluation of Sainte-Marie Among the Hurons in relation to the adjacent Midland area.

More specifically the objective of the study aside from the estimation of the number of visitor-parties and their expenditure in the area also consists of an examination of origin, purpose of trip, duration of stay, type of accommodation used in the area and socio-economic data concerning its visitors.

Methodology

The design of the study centred around an economic impact area and a definition of related expenditures within this area due to the existence of Sainte-Marie Among the Hurons.

A prerequisite of the study was to establish the economic impact area of the attraction. This was defined as the area in which Sainte-Marie, as a visitor attraction, exerts a direct economic influence which is both meaningful and measurable. By considering such factors as travel patterns, road infrastructure, population groupings and markets in the vicinity of Sainte-Marie, the area so designated is a circle, five miles in diameter, with the Town of Midland at its centre. It stretches along Highways Nos. 27 and 12 from the towns of Penatanguishene to Port McNicoll, inclusively. For map of the impact area see Appendix I.

The related expenditures within this area due to the existence of Sainte-Marie were then defined. These consist primarily of visitor expenditure away from permanent residence in the delineated impact area on the day of the visit until departure from the historic site and including any previous night accommodation expenditure in the area. Also included is the subsidized portion of the operating and capital expenditures of the site.

A systematic sample of eight days was drawn in such a manner as to cover the entire season; provide a representative

sample for weekdays and weekend days; give a coverage of adult or family parties, as well as youth/school organized groups. Thus there were two types of universes in the sampling population, first, the adult or family party, usually consisting of adults with or without children and second, the organized youth or school group. In the case of adult/family parties, the head of the party was interviewed. In the case of youth/school groups, a teacher or other group leader was asked to give basic information for the group as a whole. Two separate questionnaires were developed to provide for effective interviewing of the different groups.

Sampling was done by means of verbal interviews conducted on an accidental quota basis - that is, as soon as one interview was completed, another party leaving the site was questioned. Two persons stationed at the exit interviewed the heads of the visiting parties.

Using the above sampling procedure, a total of 473 heads of adult/family parties and 39 leaders of youth/school groups were interviewed.

The following is the sampling schedule of eight survey days:

1971

May 31	(Monday)
June 12	(Saturday)
June 16	(Wednesday)
July 16	(Tuesday)
August 1	(Sunday)
August 19	(Thursday)
September 10	(Friday)
October 3	(Sunday)

Included in the time-universe were 6-hour sampling periods (from 12:00 a.m. to 6:00 p.m.) for the above selected days. During other hours visitor traffic leaving Sainte-Marie was believed to be negligible. (A validity analysis is included in Appendix II.)

The study, which relies to a large extent upon the results obtained from the survey questionnaire, supplemented by information from the Huronia Historic Parks Administration, is presented in three main parts or chapters, followed by appendices.

Part I contains an analysis of general characteristics of visitors, including attendance history and pattern, place of origin, occupation and income characteristics, length of stay, accommodation usage, previous visitation, examination of main reason for visiting, initial interest and finally youth visitation to the site. This part provides a general background into the characteristics and activities of visiting parties, along with pertinent data and comparisons.

Part II of the report focuses on the estimation of visitor expenditure in the designated area and the economic impact generated in the area by the existence of the attraction.

Part III deals with the comments and opinions of respondents as collected during the interviews.

The Appendices contain:

- (1) map of the designated impact area
- (2) selected analytical tables from the computer print-out
- (3) questionnaire forms used in the survey

Note that only a limited number of analytical tables were selected. These were chosen to provide more support detail to the analysis given in the text.

The complete computer print-out of the analytical tables, key-punch cards, and questionnaire forms with the original comments of the respondents are also available for additional research, if required. Due to bulk and cost consideration as well as sampling error for detail categories, neither the print-out nor the complete list of comments was made an integral part of this study.

Historical Background

Three hundred years ago a dedicated group of men left the comparative comforts of Quebec City to found a settlement in the wilderness 400 miles inland. These men were Jesuit priests who devoted their lives to mission work among the Huron Indian tribes.

Up until 1639 the priests had led a nomadic life living and working among the Indians. During that year it was decided a permanent mission should be built where they could rest and meditate after their journeys. The site was chosen for its central location in the Huron Nation and convenience to water transportation. The first structure at Sainte-Marie was a longhouse, built on the banks of what is now known as the Wye River. Over the next ten years Sainte-Marie grew. Bastions and palisades, blacksmith and carpentry shops, residences, churches and a hospital formed the growing community. Because of its isolation, Sainte-Marie had to be largely self-sufficient. Iron, medicines, cattle and pigs were transported from Quebec, a journey of 20 to 30 days. Sainte-Marie farmlands produced corn, squash and grain.

Life within the mission was not easy. In winter temperatures often dropped to below freezing in the residences. The only sources of heat and light were provided by fireplaces and candles.

Sainte-Marie's success was also the cause of its destruction.

As the mission grew so did the fur trade with the Hurons. This in turn was the cause of increased raids on Huron villages by the Iroquois, who having exhausted the fur supply in their own lands now turned to the still plentiful Huron lands.

By 1649, the villages and land surrounding Sainte-Marie had been devastated. The Hurons who survived were weak, scattered and disorganized. Sainte-Marie braced itself for an attack which never materialized. However, it was decided that the mission should be destroyed rather than fall to the Iroquois. After being stripped of its stores, livestock and furnishings, it was burned by its builders. The French and Hurons settled on Christian Island where an attempt was made to build a second Sainte-Marie.

The winter proved hard and thousands of Hurons died of starvation. The Iroquois still plagued the community from the mainland. In the spring of 1650, 360 French and Hurons made the long arduous journey back to Quebec. The Huron Mission was abandoned.

For nearly three hundred years the land closed in on the ruins of Sainte-Marie. In 1940 the site was purchased by the Jesuit Order who sponsored a series of archeological investigations to discover the size of the site and construction details. Archeological exploration was carried out at the site during 1941-43 by the Royal Ontario Museum and the University of Toronto. Further excavation was carried on during 1948-51 by Wilfred Jury of the University of Western Ontario. In 1964 the Ontario government

leased the land from the Jesuit Order and reconstruction was started under the direction of Dr. Jury. New structures were erected on the original foundations except where relocation was necessary to preserve original stonework. Timbers similar to those used in the original construction were sought from nearby swamps and hillsides. All rebuilding was done in the same manner in which the 17th century French craftsmen worked.

To visit Sainte-Marie Among the Hurons is to step into history where the sights, sounds, and smells transport the visitor back in time.

Chapter I

GENERAL TRAVEL HABITS AND CHARACTERISTICS OF VISITORS

Attendance Patterns

1. Annual Attendance

Total attendance figures for Sainte-Marie Among the Hurons for the years 1967 to 1971 inclusive are shown in the following table.

Yearly Attendance at Sainte-Marie

Year	Attendance (Persons)	Per Cent Change	Index 1967 = 100%
1967	123,337	-	100.0%
1968	136,932	+11.0%	111.0
1969	126,567	- 7.6	102.6
1970	129,432	+ 2.3	104.9
1971	144,166	+11.4	116.9

Reliable attendance statistics are available from 1967. Attendance peaks in 1968 and 1971 were due to an initial promotion effort in 1968 and to the completion of the museum in 1971. Since the total visitation figures for the year 1967 through 1971 cover the period from the Victoria Day holiday weekend to Thanksgiving Day, the length of the season varies somewhat. For example, there was a 144-day operating period in 1967, 150-day operating periods for the years 1968 through to 1970, and one of 143 days in 1971.

The group pattern of visitors to Sainte-Marie in

1971 is illustrated in the following table, which provides a summation of the number of adults and youths by type of visitor-groups (i.e. family vs organized youth groups).

Number of Visitors by Type and Composition of Party

<u>Party Composition</u>	<u>Type of Party</u>		<u>Total</u>
	<u>Adult/Family</u>	<u>Youth/School</u>	
Adults	64,186	5,375	69,561
Children(*)/Students	31,582	43,023	74,605
Total	95,768	48,398	144,166

(*) Youths under the age of 18

Children and student visitation accounted for a little more than half of 144,166 visitors to the site, due mainly to the number and size of the organized youth/school groups attending.

Average party size of adult/family groups was 4.1 persons, composed of 2.7 adults and 1.4 children. A profile of the youth/school group indicated a composition of 6.9 adult persons and 55.2(**) children, thus giving a total average of 62.1 persons for this type of group.

Average Party Size and Composition

<u>Visitors</u>	<u>Type of Party</u>	
	<u>Adult/Family</u>	<u>Youth/School</u>
Adults	2.7 persons	6.9 persons
Children/Students	1.4 persons	55.2 persons
Total Average	4.1 persons	62.1 persons

(**) Note: Estimated from the survey and from Huronia Historic Parks records.

By applying the foregoing average party size statistics to the total number of visitors to Sainte-Marie, the estimated number of visiting parties was obtained, i.e. approximately 23,360 adult/family parties and 779(*) youth/school groups

As the average visitors' expenditures were based on these two types of parties, the above figures will be used in the latter part of the study to carry out calculations of estimated total visitors' expenditures within the Midland area.

2. Monthly Attendance

The 1971 attendance statistics for Sainte-Marie, on a monthly basis, are given in the following table:

Visitation to Sainte-Marie by Month, 1971

Month	Visitors	Per Cent	Number of Days Open	Visitors Per Day By Month
May 22-31	11,063	7.7%	10	1,106
June	33,788	23.4	30	1,126
July	37,190	25.8	31	1,200
August	39,582	27.5	31	1,277
September	15,000	10.4	30	500
October 1-11	7,543	5.2	11	686
Season	144,166	100.0%	143	1,008

An interesting comparison in terms of average visitation per day by month, can be made with two other major historic sites in Ontario, Old Fort Henry and Upper Canada Village.

(*) Note: Recorded by Huronia Historic Parks Administration, 1971.

Comparision of Average Number of Visitors Per Day by Month and
by Historic Site

Month	Sainte -Marie	Old Fort Henry	Upper Canada Village
May	1,106	587	1,443
June	1,126	800	2,255
July	1,200	2,205	2,945
August	1,277	2,356	3,000
September	500	798	1,155
October	686	closed	819
Daily Average Per Season	1,008	1,511	2,100

While the months of July and August stand out as being the most popular months for visiting Upper Canada Village and Old Fort Henry especially - this is true regardless of the type of day (i.e. weekdays, weekend days), the same pattern is not as evident in the case of Sainte-Marie. Average daily visitation at Sainte-Marie of 1,000 visitors remained relatively stable for the first four months and then declined in September and October. Breaking down the average daily visitation per month by type of day, a clearer picture was obtained:

Average Number of Visitors Per Day to Sainte-Marie
by Month and by Type of Day, 1971

Month	Weekdays	Weekend Days
May	1,244	900
June	1,309	623
July	1,204	1,190
August	1,279	1,272
September	423	710
October	689	680
Daily Average Per Season	1,040	932

It can be observed that the relatively high average visitation during the months of May and June was caused by the amount of visitation on weekdays rather than on weekend days. In fact, the month of June had the highest average visitation on weekdays. It is important to note that approximately 90 per cent of this weekday traffic was created by school/youth attendance.

In the first part of July, there appears to be a short period when student visitation virtually disappeared and the influx of tourists has not yet exerted a completely compensating effect. This had been observed in a previous survey completed in 1968 (*). Some attempt should be made to hasten the advent of the family type visitors. On an average, weekday attendance in July and August was high and during these two months there was no significant difference in weekday and weekend volumes. Weekday attendance for the months of September and October was depressed, especially the average attendance in September, which fell to under 500 visitors per day.

The weekend day average visitation pattern, on a monthly basis, was similar to the weekend day visitation at Old Fort Henry and Upper Canada Village in that lower average was noted in the months of May and June, and then September and October, while the peak attendance was in the months of July and August. It should be noted that both Upper Canada Village and Old Fort Henry are on a major traffic artery; therefore location is a key factor in their higher visitation rank.

(*) Source: Sainte-Marie Among the Hurons, A Visitor Study,
Department of Tourism and Information, 1969.

There are notable differences between Saturday and Sunday average visitation in the weekend days attendance. The following table shows attendance for these days in 1971:

Day	Total Attendance	Days Open	Average Attendance Per Day
Saturday	16,030	21	763 persons
Sunday	23,128	21	1,101 persons
Weekend	39,158	42	932 persons

The average Sunday attendance was about 1.5 times as high as Saturday's.

Attendance for the five holidays in the 1971 season was low, totalling only 2,950 persons, or an average attendance of 590 visitors per day.

Holiday Attendance, 1971

May 24	Victoria Day	(Monday)	350 persons
July 1	Dominion Day	(Thursday)	901 persons
August 2	Civic Holiday	(Monday)	884 persons
September 6	Labour Day	(Monday)	428 persons
October 11	Thanksgiving	(Monday)	<u>387 persons</u>
			2,950 persons

Possibly the fear of crowded highways particularly on the return trip, acted as a deterrent to visitation on these holidays. Another factor could be commitment of potential visitors

to other outdoor activities, such as cottaging and camping during long weekends.

For figures on day by day visitation, see Appendix II, Table 1.

Place Of Origin

As noted earlier, approximately 23,360 adult/family parties, composed of 95,768 persons - 64,186 adults and 31,582 children, visited Sainte-Marie Among the Hurons during the 1971 season. Place of origin based on type of visitor-group(*) is summarized below:

Estimated Number of Adult/Family Parties Visiting Sainte-Marie by Place of Origin, 1971

Place of Origin	Number of Respondents	Estimated Number of Parties	Per Cent of Parties
Toronto	148	7,335	31.4%
Oshawa	5	257	1.1
Peterborough	5	257	1.1
Ottawa	5	257	1.1
North Bay	3	140	0.6
Sudbury	10	491	2.1
Owen Sound	4	187	0.8
London	16	794	3.4
Kitchener	7	350	1.5
Hamilton/Burlington	18	888	3.8
Niagara Falls	4	187	0.8
Windsor	6	304	1.3
Barrie	12	584	2.5
Orillia	8	397	1.7
Midland	6	304	1.3
Rest of Ontario	151	7,475	32.0
Quebec	7	350	1.5
Other Provinces	5	257	1.1
Michigan	9	444	1.9
New York	11	537	2.3
Rest of U.S.	12	584	2.5
Europe	16	794	3.4
Other	4	187	0.8
Total	472	23,360	100.0%

23.1%

(*) Note: Due to the limited sample of organized youth visitations, only adult/family parties were examined in this chapter, excepting in its last section.

Metropolitan Toronto, as a prime source of visitors, generated 7,335 adult/family parties or 31.4 per cent of all attendance at Sainte-Marie by this type of visitor party. Another 14 selected cities in Ontario generated close to 5,400 adult/family parties or 23.1 per cent. The rest of Ontario accounted for an additional 7,475 parties or 32.0 per cent. In total, Ontario therefore provided 20,200 adult/family parties or 86.5 per cent of total visitation by this type of party.

Attendance figures for out-of-province visitors were decidedly of secondary consequence. Attendance from the province of Quebec accounted for approximately 350 adult/family parties or 1.5 per cent. An estimated 257 adult/family parties or 1.1 per cent came from other Canadian provinces.

Visitors from the U.S. numbered over 1,500 adult/family parties or 6.7 per cent of total visitation of this type. Two states, namely New York and Michigan, provided nearly a third of total U.S. visitors each.

Attendance from Europe amounted close to 800 adult/family parties or 3.4 per cent. This seems to be a relatively significant contribution, considering the distance travelled. It seems that sites like Sainte-Marie are quite successful in attracting European visitors and might be emphasized in our European promotion.

The following table was designed to reveal the estimated number of persons in adult/family parties, by place of origin. The over-all average party size of 4.1 persons was used for the estimates, rather than particular averages of size by origin which proved to be of low reliability in many instances.

The total number of visitors, 95,768, in adult/family parties was composed of 64,186 adults and 31,582 children. In regards to visitors delimited by urban centre, Metro Toronto generated the largest number in absolute terms.

The incidence of visitation by selected areas of origin was also calculated in this table.

Estimated Number of Visitors in Adult/Family Parties and Incidence of
Visitation to Sainte-Marie by Place of Origin, 1971

Place of Origin	Estimated Number of Visitors	Population(*)	Incidence per 10,000 Population	Ranking
	(1)	(2)	(1) x 10,000 ÷ (2)	
Toronto	30,073	1,981,011	152	(8)
Oshawa	1,054	87,378	121	
Peterborough	1,054	55,997	188	(6)
Ottawa	1,054	291,819	36	
North Bay	574	45,258	127	
Sudbury	2,013	90,543	222	(5)
Owen Sound	767	17,789	431	(4)
London	3,255	212,986	152	(7)
Kitchener	1,435	107,198	134	
Hamilton/Burlington	3,641	379,477	96	
Niagara Falls	767	64,131	120	
Windsor	1,246	196,387	63	
Barrie	2,394	26,684	897	(2)
Orillia	1,628	21,355	762	(3)
Midland	1,246	11,007	1,132	(1)
Rest of Ontario	30,647	3,622,585	85	
(Ontario)	(82,848)	(7,211,605)	(115)	
Quebec	1,435	6,013,000	2	
Other Provinces	1,054	7,727,000	1	
Michigan	1,820	8,875,000	2	
New York	2,202	18,237,000	1	
Rest of U.S.	2,394	176,100,000	*	
Europe	3,255	N.C.		
Other	760	N.C.		
Total	96,768	-	-	

(*) Population for Ontario: D.M.A. 1970 data (Assessed Resident Population)
Population for Canada: D.B.S. Census of Canada, Population Estimates, 1970
Population for U.S.: U.S. Department of Commerce, 1970 data.

The incidence of visitors to Sainte-Marie Among the Hurons per 10,000 population was established as a measurement of penetration for visitors of Canadian and United States origins.

In five of the selected urban areas in Ontario, the incidence of visitation was in excess of 200 visitors per 10,000 residents. As expected, the highest incidence was found from Midland, 1,132 visitors per 10,000 population. The second highest was in Barrie (897), the third from Orillia (762). These three cities were followed by Owen Sound which had an incidence of 431. Ranking fifth was Sudbury, with 222 visitors per 10,000.

With some exceptions, the incidence by selected areas appeared to be a function of distance between a given area of origin and location of Sainte-Marie Among the Hurons. One of the exceptions is the relatively high incidence recorded for Sudbury. A possible explanation to account for this discrepancy is the fact that the Annual Convention of some 300 members of the Sudbury Public School Teachers' Association were visitors to the site in 1967. Undoubtedly they proved to be a good "word-of-mouth" advertisement in Sudbury for the site. Another is that it is close to the Sudbury South highway and makes a convenient stop-off point as well as being the nearest attraction to Sudbury of this type.

It is also interesting to note that the estimated incidence for Metro Toronto and the province of Ontario was 152 and 115 per

10,000 population respectively. Basically every city within a one day round-trip drive of Sainte-Marie had an incidence of over 100 per 10,000.

The market penetration outside provincial boundaries is moderate as indicated by indices of two, for the province of Quebec and one for other Canadian provinces.

Approximately 6,400 visitors in adult/family parties came to Sainte-Marie from the United States. New York and Michigan were the leading states in attendance, in absolute as well as relative terms. The incidence of visitation for New York State was two persons per 10,000 for the State of Michigan one person per 10,000. Their geographic position again provides ample explanation of this pattern.

Occupation Pattern For Respondent Party-Heads

The general pattern of responses is examined in relation to ten major occupation categories. From the following table it will be noted that the professional and manager/owner groups together with the skilled labour category dominate the pattern.

Projected Number of Adult/Family Parties by Occupation
of Visitor Party-Heads, Visiting Sainte-Marie, 1971

<u>Occupation</u>	<u>Estimated Number of Adults/Family Parties</u>	<u>Per Cent</u>
Professional	6,541	28%
Manager/Owner	3,504	15
Sales	1,635	7
Clerical	1,168	5
Skilled Labour	4,906	21
Unskilled Labour	467	2
Farmer	701	3
Retired/Householder	1,168	5
Student	934	4
Other	2,336	10
<hr/>		
Total	23,360	100%

The professional occupation category ranked first, representing approximately 28 per cent of all visiting party-heads or 6,541 visiting adult/family parties. The second occupation category on an absolute scale was skilled labour, providing 21 per cent, or an estimated 4,906 visiting parties.

The manager/owner category ranked third. This category accounted for 15 per cent of the total volume of adult/family party-heads or an estimated 3,504 parties.

The remaining occupational categories were at the lower end of the scale. Party-heads in a sales occupation provided 7 per cent, clerical workers 5 per cent and adult/family parties headed by a retired person or a householder accounted for 5 per cent of this total visitation volume.

The above figures are of vital importance; yet no conclusive analysis can be made without comparing these data to the occupation structure of the population as a whole. For this reason, the following comparison was made.

Visiting party-heads to Sainte-Marie from Ontario, comprising 86.5 per cent of all adult/family party-heads, were compared on the basis of occupation structure with heads of households in Ontario. There could be some discrepancies to the extent that all visiting parties were not necessarily headed by the heads of the households during their visit to the site.

The following table shows the estimated number of Ontario adult/family parties by occupation of party-head, the number of Ontario households by occupation of household head; and finally the incidence of visitation per 10,000 households in Ontario by occupation category. Note that D.B.S. data on occupation of heads of households are from the 1961 Census. This could have some bearing on resulting data.

Incidence of Occupation by Ontario Resident Heads of Household
Visiting Sainte-Marie, 1971

Occupation	Estimated Number of Adult/Family Parties	Number of Heads of Household(*)	Incidence per 10,000 Heads of Household
	(1)	(2)	(1) x 10,000 ÷ (2)
Professional	5,456	128,300	425
Manager/Owner	3,031	177,300	171
Sales	1,212	78,400	155
Clerical	808	112,300	72
Skilled Labour	4,647	477,100	106
Unskilled Labour	404		
Farmer	606	135,300	45
Retired/Householder	808	532,200	76
Student	1,010		
Other (**)	2,224		
Total	20,206	1,640,900	123

(*) Note: Canada: D.B.S. 93-512, Table 25 & 31, 1961 Census, Ontario

(**) Includes Police, Militia.

The occupational category of professional workers ranked highest in terms of relative visitation, as indicated by an incidence of 425 visiting parties per 10,000 Ontario households in this category. Ranked second was the manager/owner category with an incidence of 171, followed by sales workers at 155. The labour category which ranked second in absolute terms was fourth in relative terms of visitation, with an incidence of 106 parties per 10,000 households. This incidence was actually below the total Ontario incidence of 123 parties per 10,000 households in the province.

The lowest penetration, by occupational category, in Ontario was recorded amongst farmers (45 visitor parties per 10,000 households).

In conclusion a more encompassing survey would be needed in order to provide for a more comprehensive consumer analysis. Nevertheless, certain observations can be made in terms of market penetration by occupation groups from data gathered in this survey and also, by detailed examination of major occupation categories. It was discovered that the high visitation in the professional category was due to the high ratio of teachers visiting Sainte-Marie Among the Hurons.

The predominance of the professional and manager/owner categories in the relative terms of visitation indicated a higher penetration into generally better educated and higher paid occupation groups. This pattern is not unique for Sainte-Marie, however. Other studies of this type indicated a similar pattern as these occupational groups tend to travel more frequently in general.

Family Income Pattern For Respondents

The average annual family income per respondent was estimated to be \$11,000. The following table gives data obtained on family income, by established income levels.

Projected Number of Adult/Family Parties, By Annual Family
Income Visiting Sainte-Marie, 1971

<u>Family Income</u>	<u>Estimated Number of Adult/Family Parties</u>	<u>Per Cent</u>
Under \$6,000	2,243	9.6%
\$6,000 - \$7,999	4,088	17.5
\$8,000 - \$11,999	8,456	36.2
\$12,000 - \$14,999	4,322	18.5
Over \$14,999	4,251	18.2
<hr/>		
Total	23,360	100.0%

Approximately 9.6 per cent of visiting parties indicated an annual family income of less than \$6,000. Another 17.5 per cent reported family incomes between \$6,000 and \$7,999. The largest proportion, about 8,456 or 36.2 per cent, was related to the income grouping \$8,000 to \$11,999 and an income of \$12,000 to \$14,999, was reported by 18.5 per cent of respondents. The highest income level (over \$14,999) was reported by 18.2 per cent of respondents.

Examination of visitor income pattern with respect to the income structure of population in general is of considerable interest. Visiting adult/family parties from Ontario were again

extracted and compared with the income structure of the Ontario population. A comparison of reported family incomes by Ontario visitors was made with distribution of family incomes estimated by the Dominion Bureau of Statistics for 1969.

Incidence of Family Income of Ontario Residents
Visiting Sainte-Marie, 1971

Annual Family Income	Estimated Number of Adult/Family Parties	Number of Families(*)	Incidence per 10,000
			Families (1) x 10,000 ÷ (2)
	(1)	(2)	
Under \$6,000	1,943	414,500	47
\$6,000 - \$7,999	3,830	253,700	151
\$8,000 - \$11,999	7,827	557,100	140
\$12,000 - \$14,999	3,386	215,500	157
Over \$14,999	3,220	217,200	148
<hr/>			
Total	20,206	1,658,000	122

(*) Note: D.B.S. Income Distribution by Size in Canada (Ontario), 1969
Preliminary Estimates.

The incidence of visitation by annual family income is readily visible. Ontario families having an annual income of \$6,000 and more contributed approximately 150 adult/family groups to the attendance of Sainte-Marie per 10,000. This pattern is very stable regardless of specified income bracket over \$6,000 annually. The only income category far below this incidence is the income grouping of less than \$6,000. The recorded incidence for this group is a third of the incidence measured for all other income groupings, namely 47 visiting parties per 10,000 families in this

category. Presumably the travelling cost, entrance fee, etc. could be limiting factors for those in the very low income category.

In general, results clearly indicated that with the exception of the lowest income category (under \$6,000), income is not a limiting factor for visitation to the site.

Length of Stay In The Midland Area

About 41 per cent of all non-resident adult/family parties that visited Sainte-Marie stayed less than one day in the Midland impact area. The average length of stay for this category was 3.7 hours.

Of the other portion of visiting parties, 59 per cent stayed at least one full day in the area at the time of the visit. Their average length of stay was 2.3 days. (Note that residents of the Midland area were excluded from this statistic.)

Length of Stay for Adult/Family
Parties in the Midland Impact Area
(Excluding Residents of the Area), Visiting Sainte-Marie, 1971

<u>Length of Stay</u>	<u>Number of Respondents</u>	<u>Estimated Number of Parties</u>	<u>Per Cent</u>	<u>Average Length of Stay</u>
Less than one day	190	9,453	41	3.7 hours
More than one day	270	13,603	59	2.3 days
Total	460	23,056	100%	-

From the standpoint of origin, the length of stay in the area for the non-resident visiting parties varied as shown in the following table. Higher regions of origin were established than originally tabulated in order to minimize the sampling error. Yet the average length of stay for "Europe" and "Other" categories of origin must be treated with caution, because of the small sample size for these categories.

Origin by Length of Stay in the
Midland Impact Area

<u>Origin</u>	<u>Length of Stay</u>	
	<u>Less than One Day</u>	<u>More than One Day</u>
Ontario	3.5 hours	2.1 days
Other Canadian Provinces	6.1 hours	2.0 days
U.S.A.	6.2 hours	3.3 days
Europe	3.2 hours	4.3 days
Other	3.3 hours	2.0 days
<u>All Origins</u>	<u>3.7 hours</u>	<u>2.3 days</u>

Visitors from other Canadian provinces (6.1 hours) and the United States (6.2 hours) who remained in the area less than one day recorded a longer stay, than visiting parties from Ontario (3.5 hours).

Visiting parties remaining more than one day in the area recorded nearly equal lengths of stay for visitors from Ontario and from other Canadian provinces, 2.1 days and 2 days respectively. Visiting parties from the U.S. reported a longer average stay of 3.3 days in the area, which was further surpassed by the average length of stay of visitors from Europe of 4.3 days. There was a partial positive association of length of stay in the area with the distance from origin.

For additional detail on length of stay in the area see Appendix II, Tables 2 and 3.

Accommodation Usage In The Area By Visitors

1. General Pattern

Of the 270 non-resident respondents who stayed in the Midland area at least one day, 172 reported an overnight stay in the area preceding their visit to Sainte-Marie.. The following table gives the estimated number and percentage of visitors who used overnight accommodation in the Midland area by type of accommodation.

Adult/Family Parties Staying Overnight in the Midland Impact Area
Prior to Their Visit to Sainte-Marie, 1971

Type of Accommodation	Number of Respondents	Estimated Number of Visiting Adult/Family Parties	Per Cent
Home of Friends/Relatives	29	1,433	16.9%
Own Cottage	21	1,038	12.2
Hotel/Motor Hotel	5	247	2.9
Motel	47	2,323	27.3
Resort/Lodge	3	148	1.7
Cabin/Cottage	17	840	9.9
Camp/Trailer Park	44	2,174	25.6
Other	6	297	3.5
Total	172	8,500	100.0%

The concept of economic impact was to measure visitor expenditure limited in time and space, in addition to other characteristics. That is, expenditures were related to the day of visit to the site (including previous night expenditure on accommodation, if in the area) and to the Midland area only.

Using the same conceptual approach as that outlined to measure economic impact, the demand for overnight accommodation generated

by the existence of Sainte-Marie upon the area of Midland could be estimated.

Estimated demand for accommodation directly attributed to the attraction was limited to the other-than-permanent-residence accommodation used by visiting parties, if any, in the area on the night preceding attendance at Sainte-Marie Among the Hurons.

The previous table showed the accommodation demand generated by the site. In view of the conceptual approach, the middle column entitled "Estimated Number of Visiting Adult/Family Parties" could also read "Estimated Number of Party-Nights".

Therefore of a total of 8,500 party-nights, 2,471 party-nights or 29.1 per cent were accounted for in the non-commercial accommodation field. Commercial indoor accommodation absorbed 3,558 party-nights or 41.8 per cent. This group consisted primarily of motel accommodation of 2,323 party-nights or 27.3 per cent.

In the next group, commercial camps and trailer parks accounted for 2,174 party-nights in the area or 25.6 per cent of the total accommodation generated by Sainte-Marie. The unspecified category "Other" accounted for a residual 297 party-nights or 3.5 per cent.

The pattern of commercial accommodation used by visitors to Sainte-Marie can be analyzed with respect to the commercial accommodation available in the area.

According to the Ontario Accommodation Guide, 1971 and the Ontario Campsites, 1971 booklets(*), there were 26 indoor and 3 camping establishments in the area, containing 391 rental units and 185 campsites respectively.

The number of accommodation establishments and units divided among three major towns in the area are shown below:

Number of Tourist Establishments in the
Midland Area, 1971

	Number of Establishments	Number of Units	Number of Camps	Number of Campsites
Midland	13	256	2	165
Penetanguishene	11	120	1	20
Port McNicoll	2	15	-	-
<hr/>				
Total of Area	26	391	3	185

The number of tourist accommodation establishments could also be broken down by types of establishment (i.e. hotel, motel, camp, etc.) in the vicinity of Sainte-Marie Among the Hurons.

Number of Tourist Establishments in the
Midland Area by Type, 1971

Type of Accommodation	Number of Establishments	Number of Units	Per Cent of Units(**)
Hotel/Motor Hotel	4	58	10%
Motel	11	163	28
Resort/Lodge	3	24	4
Cabin/Cottage	8	146	25
Camp/Trailer Park	3	185	32
<hr/>			
Total of Area	29	576	100%

(**) Note: Due to per cent rounding, the total or the subtotals may not add exactly.

(*) Prepared by Information Branch Ontario Department of Tourism and Information.

Approximately 68 per cent of the commercial accommodation units were in the indoor accommodation grouping; the remaining 32 per cent were accounted for by campsites. The indoor accommodation was composed primarily of motel and cabin/cottage units.

It can be estimated that there were 55,913 unit-nights of indoor commercial accommodation available in the period of 143 days during which Sainte-Marie was open to the public in 1971.

$$391 \times 143 = 55,913$$

units nights unit-nights

The same calculation can be performed for camp/trailer park sites in the area.

$$185 \times 143 = 26,455$$

sites nights site-nights

Occupancy rates for all types of tourist establishments, less camps and trailer sites in the Huronia Vacation Area were estimated to be 70 per cent(*) for the summer period of 1971. Occupancy rate for camp/trailer parks, which is generally lower, can be estimated in the neighbourhood of 50 per cent.

The number of nights that indoor commercial accommodation units and camping sites were occupied was calculated as follows:

(*) Source: Tourist Establishment Occupancy in Ontario, January and July 1971, Department of Tourism and Information.

<u>Unit-Nights Available</u>		<u>Occupancy Rate(*) (July, 1971)</u>		<u>Unit-Nights Occupied</u>
55,913	x	70%	=	39,139

<u>Site-Nights Available</u>		<u>Occupancy Rate (Estimated by Travel Research)</u>		<u>Site-Nights Occupied</u>
26,455	x	50%		13,227

The proportion of available rental units and campsites in the Midland area, to those actually used by adult/family parties on the night preceding their visit to Sainte-Marie Among the Hurons, was summarized.

Utilization of Commercial Accommodation in the Midland Area
by Visiting Adult/Family Parties to Sainte-Marie, 1971

<u>Commercial Accommodation</u>	<u>Available</u>	<u>Occupied</u>	<u>Occupied by Adult/ Family Parties Visiting Sainte-Marie</u>	<u>Per Cent</u>
	(1)	(2)	(3)	$\frac{(3)}{(2)} \times 100 = (4)$
Indoor Accommodation (in units)	55,913	39,139	3,558	9.1%
Camp/Trailer Parks (in campsites)	26,455	13,227	2,174	16.4%

The figures in the last column (4) show a meaningful impact of visitors to Sainte-Marie upon overnight accommodation services in the area. About 9.1 per cent of occupied indoor commercial accommodation and 16.4 per cent of occupied campsites in the area were used by visiting parties. It should be noted that although only a single night for each party staying overnight and using accommodation was taken into account, the ratios are highly pronounced.

(*) Source: Tourist Establishment Occupancy in Ontario, January and July, 1971, Department of Tourism and Information.

2. Accommodation Usage And Family Income

There is an interesting pattern between type of accommodation used and the categories or groups, of family income of visiting adult/family parties.

In the case of the accommodation category "Home of friends/relatives", usage was relatively high in comparison with other accommodation used by the low (under \$6,000) income group and the middle-low (\$6,000 - \$7,999) income group. The middle (\$8,000 - \$11,999) income group displayed about equal usage for this type of accommodation as compared to other accommodation usage regardless of type. The high-middle (\$12,000 - \$14,999) income group also showed an equal proportion for this type. The high (over \$14,999) income group showed a disproportionately lower usage of "Home of friends/relatives". It can be observed that "Home of friends/relatives" tended to be more heavily used by lower family income groups. In contrast to the above, the category "Motel", displayed relatively higher usage by visiting parties in the high income group (over \$14,999). Indeed, nearly half of respondents in the highest income brackets reported this type of accommodation usage in the area.

Rented cabin/cottage accommodation showed relatively higher usage by low and middle-low income groupings, about proportionate usage by middle and higher-middle income groupings, and low usage by high income groups in relation to total accommodation usage by visiting parties. This accommodation pattern by income groupings

is similar to that of the accommodation category "Home of friends/relatives".

A different pattern of accommodation usage is observed in the case of "Camp/trailer parks". The low and middle-low income groups display proportionate usage in this category. The high-middle and high income groups, on the other hand, show relatively lower usage. Relative dominance of camp usage is recorded for the middle income group.

In conclusion, the observed variations in accommodation usage by income groups are not exclusive for visitors to Sainte-Marie Among the Hurons. Similar trends of accommodation usage by income groups have been observed for other travellers in Ontario. For greater detail see Appendix II, Table 4.

Previous Visitation To Sainte-Marie

The pattern of previous visitation is of considerable interest. It is suggestive of the ability of the historic site to provide a rewarding experience of sufficient dimensions to sustain a previously captured share of the market through repeat visitation. It is, however, equally important to measure the increase of first-time visits. The following table gives the distribution of first and repeat visitation as reported by respondents.

Previous and Repeated Visitation by Adult/
Family Parties to Sainte-Marie, 1971

<u>Visitation</u>	<u>Estimated Number of Parties</u>	<u>Per Cent</u>
1st visit	14,109	60.4%
2nd visit	6,144	26.3
3rd visit	1,378	5.9
4th visit	794	3.4
5th-10th visit	888	3.8
11th visit and more	47	0.2
<hr/>		
Total	23,360	100.0%
<hr/>		

About 60.4 per cent of respondents indicated they had not previously visited Sainte-Marie Among the Hurons. The comparable ratio of first-time visits to Old Fort Henry and Upper Canada Village in the 1971 season was estimated to be 70.1 per cent and 64.5 per cent respectively. It seems that the proportion of first-time visitors was slightly lower for Sainte-Marie in comparison with the two historic sites in the St. Lawrence River Area. A higher

proportion of visitation was shared by repeat-visitors. Second-time visits to Sainte-Marie accounted for 26.3 per cent and third-time visits for 5.9 per cent. Repeated visits of a higher order were of diminishing consequence.

The average number of visits calculated for adult/family parties was 1.7. Variations on this average by place of origin, occupation and family income were not too significant. When first-time visitation was excluded, the average number of visits became 2.9 for repeat-visitors.

For data on number of visits tabulated by occupation and family income, see Appendix II, Tables 5 and 6.

Main Reason For Visiting The Midland Area By Visitors To Sainte-Marie

The sampled heads of the adult/family parties visiting Sainte-Marie were asked to state the main and secondary reasons for their visit to the Midland area. The accompanying table provides a summation of the main and second reasons or purposes of visitations to the area by the respondents.

Main Reason For Visiting the Midland Area
by Visitors to Sainte-Marie

Reasons	<u>Main Reason</u>		<u>Second Reason</u>	
	Number of Parties	Per Cent	Number of Parties	Per Cent
Visit Sainte-Marie	12,174	52.8%	6,043	55.5%
Just vacationing	8,070	35.0	2,080	19.1
Cottaging	392	1.7	98	0.9
Visiting friends/relatives	1,199	5.2	490	4.5
Pilgrimage	392	1.7	544	5.0
Camping	138	0.6	196	1.8
Business	46	0.2	-	-
Shopping	46	0.2	-	-
Other reasons	599	2.6	1,437	13.2
Total	23,056	100.0%	10,888(*)	100.0%

(*) More than half of respondents did not state secondary reason.

An estimated 12,174 visiting parties, or 52.8 per cent of total respondents, indicated the visit to Sainte-Marie Among the Hurons was their main reason for coming to the Midland area. An estimated 6,043 visiting parties gave visiting Sainte-Marie as the second reason for being there and therefore, a total of 18,217 (approximately 79%) visitor parties were attracted to the vicinity

primarily or secondarily because of the presence of the reconstructed historical site.

The main reasons next in frequency mentioned were "Just vacationing" (35%) and "Visiting friends/relatives" (5.2%).

For additional detail on main reasons for visits by type of day, and by expenditure see Appendix II, Tables 8 and 9.

Initial Interest And Awareness Of Sainte-Marie Among The Hurons As
A Historic Attraction

A significant number of respondents stated the reason for their first interest in visiting Sainte-Marie under the category "Other" and the number of usable responses to this question was somewhat limited. This factor should be remembered in any consideration of the main features emerging from an analysis of the results.

As will be seen from the following table, the recommendation of friends and relatives was the most significant stimulant of initial interest identified by respondents. This points out the importance of word-of-mouth advertising. The second specific category for initial interest was an "En route" type of decision, probably generated in most cases by highway signs. Three other equally important categories acting as stimulants of initial interest were: magazine/newspaper articles, advertising in newspapers, and brochures in a Government Travel Office, these being specified by 4.5 per cent, 4.3 per cent and 4.3 per cent of respondents respectively.

Initial Interest in Visiting Sainte-Marie Among the Hurons, 1971
(Adult/Family Parties)

<u>Initial Interest</u>	<u>Estimated Number of Parties</u>	<u>Per Cent</u>
Recommended by friends/relatives	8,293	35.5%
Travel agent	93	0.4%
Government travel office	1,004	4.3
Travelogue or documentary movies	350	1.5
Advertising in magazine	444	1.9
Advertising in newspaper	1,004	4.3
En Route	2,196	9.4
Magazine/newspaper article	1,051	4.5
Television advertising	257	1.1
Radio advertising	93	0.4
Other	7,430	31.8
Don't know	1,145	4.9
Total	23,360	100.0%

Exposure to advertising and promotion (note categories listed above from government travel office to radio advertising inclusively) accounted for 6,399 adult/family party visits, or 27.4 per cent of all respondents whose initial interest in coming to the Midland area was to visit the attraction, Sainte-Marie Among the Hurons. These 6,399 adult/family parties contained approximately 17,277 adults and 8,959 children.

It has to be admitted that the suggestive process of awareness from advertising and other sources is extremely complicated and it is very difficult to evaluate this kind of impact in a quantitative manner. With a detailed knowledge of the situation however, these statistics could be helpful in an analysis of effective promotion spending.

Additional tabulations on initial interest are enclosed in Appendix II, Tables 10 and 11. These are cross tabulations of initial interest by occupation of respondents, and accommodation used in the area. The logical clustering is observable in the tables.

Youth Visitation To Sainte-Marie Among The Hurons

The study defines two types of population. First, the adult or family party and second, the organized youth or school group. In the first case the head of the trip-party was interviewed, and in the latter, a teacher or other adult leader of the selected youth/school group was asked to give basic information for the group as a whole.

The questionnaire form for the youth/school group was designed primarily to obtain expenditure patterns, and to establish a complete picture of visitor-expenditures. In addition, relative data on previous visitation, party size, place of origin, length of stay, socio-economic levels and student reaction to the historic site were obtained.

From the records of the Huronia Historic Parks Commission, there were 779 youth/school groups in attendance at Sainte-Marie Among the Hurons in 1971, consisting on the average of 6.9 adult persons and 55.2 children. Total estimated visitation by these groups was 48,398, 5,375 of them adults and 43,023 children. The youth/school groups visited the site primarily in May and June, during the school term.

Because of the small sample size (39 youth/school groups) no detailed analysis was attempted. Selected analytical tables 12 - 17 are enclosed in Appendix II. These tables contain data on number of visits, place of origin, expenditure pattern of these

groups in the area, type of day of visit to the site and the classification of socio-economic levels of youth attendance.

The characteristics of expenditure, such as expenditure per pupil and group expenditure in the area, are used to complete the expenditure pattern in the chapter - Expenditure Pattern and Economic Impact.

Chapter II

EXPENDITURE PATTERNS AND ECONOMIC IMPACT

Visitor Expenditure

Expenditures of visitors to Sainte-Marie, as described in the methodology section, were limited in space (i.e. the Midland impact area) and in time (the day of visit to Sainte-Marie until departure from the site).

The operating and capital expenditure of the site was then taken into account as an additional benefit to the economics of the Midland area. The amount of subsidy was used as a net amount of financial input.

The expenditure patterns were assumed to be dependent upon origin and whether or not accommodation was required in the area of economic impact. The adult/family parties were broken into four categories of origin, then further subdivided within each area of origin according to accommodation requirements. The number of adult/family parties in each category is shown in the following table.

Number of Adult/Family Parties Visiting Sainte-Marie
Among the Hurons in 1971 by Origin and Accommodation
Requirements in the Midland Area

Origin	<u>Accommodation in Area</u>		Total
	<u>Required</u>	<u>Not Required</u>	
Province of Ontario	7,177	13,030	20,207
Rest of Canada	255	352	607
United States	763	802	1,565
Europe and Other Foreign	305	676	981
Total	8,500	14,860	23,360

The average expenditure per party for these categories was then estimated from survey data.

Average Expenditure per Adult/Family Party
Visiting Sainte-Marie Among the Hurons in 1971 by Origin
and Accommodation Requirements in Midland Area

Origin	Accommodation in Area		Total
	Required	Not Required(**)	
Province of Ontario (*)	\$18.26	\$ 8.95	\$12.26
Rest of Canada	18.00	12.05	14.55
United States	31.60	11.17	21.13
Europe and Other Foreign	18.17	12.55	14.30
Total	\$19.45	\$ 9.31	\$13.00

(*) Average expenditure per Ontario party was adjusted for bias of non-respondents.

(**) Average expenditures were balanced on the basis of data contained in the preceding and the following tables.

Average expenditure per adult/family party using accommodation in the area was estimated to be \$19.45. Parties not requiring accommodation in the area reported an average expenditure of \$9.31, or less than half of the average.

Examination of average expenditure on the basis of origin also indicated a particular pattern. The highest average per party was associated with visitors from the United States. Their expenditure, regardless of accommodation requirements, was \$21.13 per party. The visiting parties from the rest of Canada and other foreign countries (except the U.S.) incurred similar averages, \$14.55 and \$14.30 respectively.

The average expenditure for all visiting parties of Ontario origin was \$12.26 per party in the Midland area.

By projecting the averages to the estimated number of parties visiting the attraction, the total expenditure pattern was obtained.

Expenditure Totals for Adult/Family Parties Visiting
Sainte-Marie in 1971, by Origin and Accommodation
Requirements in the Midland Area

Origin	Accommodation in Area		Total	In Per Cent(*)
	Required	Not Required		
Province of Ontario	\$131,000	\$117,000	\$248,000	81.6%
Rest of Canada	5,000	4,000	9,000	2.9
United States	24,000	9,000	33,000	10.9
Europe and Other Foreign	6,000	8,000	14,000	4.6
<hr/>				
Total	\$165,000	\$138,000	\$304,000	100.0%

(*) Rounded to total 100%

In absolute terms of expenditure the Province of Ontario is by far the leading source of visitor spending. Those in adult/family parties originating in Ontario generated \$248,000 of total expenditure or about 81.6 per cent.

Ranking second was the total expenditure generated in the area by adult/family groups from the United States. Their expenditure was estimated at \$33,000 or 10.9 per cent of the total.

Contributions of visiting parties from the rest of Canada, Europe and other foreign countries were at the lower end of the scale,

accounting for only 7.5% of the total expenditure.

In addition to expenditure volumes estimated for adult/family parties, the expenditure volume of youth/school groups should be considered. The following information indicates the average expenditure per group, number of this type of group visiting the site, and finally the expenditure volume. Because of the limited sample in this category, segmentation by origin, or by accommodation requirements was not attempted.

<u>Number of Youth/School Groups</u>		<u>Average Expenditure Per Group in the Area of Midland</u>		<u>Total Expenditure Youth/School Groups in the Area</u>
779	x	\$57.60	=	\$45,000

Hence, the combined total of visitors' expenditures generated by both types of visiting groups in the Midland area on a day of visit to Sainte-Marie until departure from the site may be estimated as follows:

Adult/family parties	\$304,000
Youth/school groups	<u>\$ 45,000</u>
Visitor Expenditure related to Sainte-Marie	\$349,000
or approximately	<u>\$350,000</u>

Significance Of Visitor Expenditure

To demonstrate the significance of the visitor expenditure directly related to Sainte-Marie Among the Hurons, the Tourism and Recreation Studies Branch of the Ontario Ministry of Industry and Tourism estimated the following data for the defined Midland impact area:

<u>Year 1971</u>	<u>Estimated Amount</u>
Retail Trades	\$35,000,000
Service Trades	\$ 4,000,000
<u>Total Retail and Services</u>	<u>\$39,000,000</u>

In total volume, retail sales and services in the impact area were \$39 million of which \$350,000 or 0.9 per cent was accounted for by visitors to the attraction.

Another estimate prepared by Tourism and Recreation Studies Branch was the total amount of visitor expenditure in the Midland area in 1971(*).

<u>Visitor Expenditure, 1971</u>	<u>Amount</u>	<u>Per Cent</u>
Visitor expenditure related to Sainte-Marie	\$ 350,000	15.9%
Other visitor expenditure in the area	\$1,850,000	84.1
<u>Total visitor expenditure in the area</u>	<u>\$2,200,000</u>	<u>100.0%</u>

Thus of the total visitor expenditure, visitors to Sainte-Marie Among the Hurons accounted for \$350,000 or 15.9% of the total spent in the area. This was a significant contribution by Sainte-Marie to the overall picture of visitor expenditure in the surrounding region.

(*) Note: Visitor - On a trip of 25 miles or more in one direction for business, personal, or vacation reasons, excluding those commuting from place of residence to place of work.

Total Benefit To The Midland Area

The amount of visitor spending is, however, only a part of the total benefit received by the local economy. Another important segment deals with the operating and capital cost of the historic site, consisting primarily of expenditure on wages, goods, maintenance and on additional construction.

The operating expenditures of Sainte-Marie Among the Hurons during the fiscal year 1971/72 were approximately \$346,000 and capital expenditure in the same period was \$20,000. Revenue from such sources as entrance fees and souvenir sales was \$118,000(*) in the period.

The net effect of \$248,000 is the subsidy allocated to the site. By adding this to the estimated visitor expenditure of \$350,000 related to Sainte-Marie, the total initial input to the Midland area may be estimated as follows:

<u>Visitor Expenditure Related to Sainte-Marie</u>		<u>Amount of Provincial Subsidy</u>		<u>Total Financial Input to the Area</u>
\$350,000	+	\$248,000	=	\$598,000

This initial estimated expenditure of nearly \$600,000 may be further magnified by the economic multiplier to obtain the full importance of the Sainte-Marie Among the Hurons upon the surrounding area. The local economic multiplier would be small(**),

(*) Estimated by Huronia Historic Parks Commission.

(**) Approximately 1.2 for the impact area of Midland, (Tourism and Recreation Studies Branch).

however, due to the limited size of the impact area and consequent large leakages. A conservative estimate of 1.2 as the local economic multiplier would increase the initial financial input of \$598,000 to approximately \$717,600.

Taxation at three levels of government(*) are approximately:

Federal	20%
Provincial	10%
Municipal	5%
<hr/>	
Total	35%

and therefore, taxes generated by the multiplied financial benefit of \$717,600 consisting of the visitor expenditure and the subsidy to the site would be:

Taxes Generated by the Provincial
Impact of Expenditure due to Sainte-Marie, 1971

<u>Level of</u> <u>Government</u>	<u>Taxes Generated</u>
Federal	\$144,000
Provincial	\$ 72,000
Municipal	\$ 36,000
<hr/>	
All Levels	\$252,000

It can be observed that the combined taxes of \$252,000 calculated on the basis of multiplied local expenditures generated by Sainte-Marie, accounted for more than the subsidy to the site. The federal taxes were \$144,000, provincial taxes generated \$72,000 of the revenue and \$36,000 of revenue was estimated for

(*) Source: Ontario Department of Treasury and Economics.

the municipality budgeting.

In conclusion, the foregoing data in this chapter indicates the important financial aspects of Sainte-Marie in terms of economic benefits. Yet, this is only a part of the overall significance of this historic site. There are other cultural and historical functions of this establishment which are priceless to this as well as future generations.

Chapter III

COMMENTS AND OPINIONS OF RESPONDENTS

General Pattern

The purpose of this chapter and corresponding tables in Appendix II is to provide effective reading of comments and opinions made by respondents.

The original comments recorded for adult/family parties on the questionnaire form were initiated by the question: "Do you have any specific comments to make about Sainte-Marie Among the Hurons?".

These comments were then examined and coded for electronic data processing. Up to three comments on different subjects per respondent-party were considered for coding.

Of the total of 473 adult/family parties interviewed in the survey, 463 respondent party-heads commented on at least one subject, 297 respondents mentioned at least two, and 101 respondents at least three.

The coding of comments was done in two ways:

- 1) by type or subject,
- 2) by grade.

Eighteen codes were developed for the type or subject of each comment, and two codes (satisfactory and unsatisfactory) were provided for grading.

The following is a summary table of comments, by grade:

Order and Grade of Comments Made by Adult/Family
Party Respondents, Visiting Sainte-Marie, 1971

<u>Order</u>	<u>Satisfactory</u>		<u>Unsatisfactory</u>		<u>Total</u>	
	<u>Number of Respondents</u>	<u>Per Cent</u>	<u>Number of Respondents</u>	<u>Per Cent</u>	<u>Number of Respondents</u>	<u>Per Cent</u>
1st comment	407	87.9%	56	12.1%	463	100.0%
2nd comment	223	75.1	74	24.9	297	100.0
3rd comment	69	68.3	32	31.7	101	100.0

It may be observed that the majority of comments were satisfactory. However, with the increasing order, the proportion of unsatisfactory rating of comments increased.

Cross-Examination Of Comments By Type and Grade

Useful information for practical decisions can be secured through detailed examination of appended tables 18-20. These tables provide a cross-tabulation of comments by type and grade.

In the case of the first comment, 311 comments or 67.2 per cent of all first comments were classified under the type - general comments. The great majority of these were satisfactory, namely 98.7 per cent. The second largest category or type among the first comments comes under the heading - museum building. Again, 90.2 per cent of the comments were graded as satisfactory.

If looking for a high ratio of critical comments, they can be discovered in the following subjects: handicrafts, organized tours, pamphlets, entrance fees, advertising, eating places, building numbers and other specific comments.

In the case of second and third comments, the respondents were more specific. The category of general comments is greatly diminished. That is also the reason why latter comments appear to be relatively more critical. The criticism is recorded on the similar subjects as in the case of the first comments.

The examination of original comments, together with a detailed study of tables 18, 19 and 20 in Appendix II resulted in at least two specific recommendations.

First, there should be a suitable eating place in close

proximity to the site.

Second, the building numbers should be marked more clearly on or within the structures.

APPENDIX I

MAP OF THE MIDLAND AREA

INDICATING THE ECONOMIC IMPACT AREA
OF SAINTE-MARIE AMONG THE HURONS
STUDIES IN THIS SURVEY

ECONOMIC AREA OF MIDLAND

(as circled)

1:250,000



Appendix II

STATISTICAL TABLES

TABLE 1

DAILY ATTENDANCE, SAINTE-MARIE AMONG THE HURONS, 1971, ALL VISITORS

DATE	DAY NO.	TOTAL ATTENDANCE NO. OF PERSONS	DATE	DAY NO.	TOTAL ATTENDANCE NO. OF PERSONS
S. May 22	1	590	T. June 24	34	1481
S. " 23	2	1722	F. " 25	35	1017
M. " 24	3	350	S. " 26	36	631
T. " 25	4	1100	S. " 27	37	674
W. " 26	5	1988	M. " 28	38	1179
T. " 27	6	1734	T. " 29	39	809
F. " 28	7	1620	W. " 30	40	126
S. " 29	8	489	T. July 1	41	901
S. " 30	9	800	F. " 2	42	704
M. " 31	10	670	S. " 3	43	926
T. June 1	11	1519	S. " 4	44	1039
W. " 2	12	1674	M. " 5	45	746
T. " 3	13	1197	T. " 6	46	1354
F. " 4	14	1835	W. " 7	47	1086
S. " 5	15	609	T. " 8	48	833
S. " 6	16	701	F. " 9	49	448
M. " 7	17	1078	S. " 10	50	904
T. " 8	18	1202	S. " 11	51	1155
W. " 9	19	1484	M. " 12	52	802
T. " 10	20	1387	T. " 13	53	1135
F. " 11	21	1672	W. " 14	54	1716
S. " 12	22	369	T. " 15	55	958
S. " 13	23	835	F. " 16	56	737
M. " 14	24	1112	S. " 17	57	1400
T. " 15	25	1302	S. " 18	58	1731
W. " 16	26	1209	M. " 19	59	1633
T. " 17	27	1926	T. " 20	60	1554
F. " 18	28	1430	W. " 21	61	1483
S. " 19	29	523	T. " 22	62	1350
S. " 20	30	645	F. " 23	63	1079
M. " 21	31	1388	S. " 24	64	1081
T. " 22	32	1362	S. " 25	65	1263
W. " 23	33	1412	M. " 26	66	1449

Table 1 Continued

DATE		DAY NO.		TOTAL ATTENDANCE NO. OF PERSONS		DATE		DAY NO.		TOTAL ATTENDANCE NO. OF PERSONS	
T. July	27	67		2179		S. Sept.	4	106		702	
W. "	28	68		1910		S. "	5	107		1314	
T. "	29	69		1399		M. "	6	108		428	
F. "	30	70		1022		T. "	7	109		165	
S. "	31	71		1213		W. "	8	110		283	
S. August	1	72		1968		T. "	9	111		153	
M. "	2	73		884		F. "	10	112		180	
T. "	3	74		1809		S. "	11	113		646	
W. "	4	75		1652		S. "	12	114		818	
T. "	5	76		1261		M. "	13	115		115	
F. "	6	77		1150		T. "	14	116		225	
S. "	7	78		1042		W. "	15	117		171	
S. "	8	79		1253		T. "	16	118		219	
M. "	9	80		1159		F. "	17	119		130	
T. "	10	81		1447		S. "	18	120		419	
W. "	11	82		2357		S. "	19	121		468	
T. "	12	83		1323		M. "	20	122		194	
F. "	13	84		1070		T. "	21	123		363	
S. "	14	85		1222		W. "	22	124		543	
S. "	15	86		1819		T. "	23	125		609	
M. "	16	87		1167		F. "	24	126		424	
T. "	17	88		1212		S. "	25	127		610	
W. "	18	89		1374		S. "	26	128		708	
T. "	19	90		1051		M. "	27	129		669	
F. "	20	91		1274		T. "	28	130		868	
S. "	21	92		932		W. "	29	131		817	
S. "	22	93		1322		T. "	30	132		982	
M. "	23	94		1524		F. Oct.	1	133		610	
T. "	24	95		1520		S. "	2	134		655	
W. "	25	96		1341		S. "	3	135		600	
T. "	26	97		1009		M. "	4	136		574	
F. "	27	98		803		T. "	5	137		637	
S. "	28	99		807		W. "	6	138		761	
S. "	29	100		1087		T. "	7	139		1044	
M. "	30	101		694		F. "	8	140		809	
T. "	31	102		1049		S. "	9	141		260	
W. Sept	1	103		773		S. "	10	142		1206	
T. "	2	104		570		M. "	11	143		387	
F. "	3	105		434							

TABLE 2
LENGTH OF STAY IN HOURS, IN THE MIDLAND AREA, BY TYPE OF DAY,
ADULT/FAMILY PARTIES, 1971

TYPE OF DAY	SAMPLE SIZE	SUM	AVERAGE	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
WEEKEND	88	294.	3.3 HOURS	2.6	.3	24.	1.
WEEKDAY	106	424.	4.0 "	4.8	.5	24.	1.
TOTAL	194	718.	3.7 "	4.0	.3	24.	1.

TABLE 3

LENGTH OF STAY IN DAYS IN THE MIDLAND AREA, BY TYPE OF DAY,
ADULT/FAMILY PARTIES, 1971

TYPE OF DAY	SAMPLE SIZE	SUM	AVERAGE	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
WEEKEND	141	259.	1.8 DAYS	2.0	.2	14.	1.
WEEKDAY	129	349.	2.7 "	3.5	.3	21.	1.
TOTAL	270	608.	2.3 "	2.8	.2	21.	1.

TABLE 4

RESPONDENTS' ANNUAL FAMILY INCOME, BY TYPE OF ACCOMMODATION USED,
IN THE MIDLAND AREA, BY ADULT/FAMILY PARTIES, 1971

FAMILY INCOME	HOME OF FRIENDS/ RELATIVES	OWN COTTAGE	HOTEL	MOTEL	MOTOR HOTEL	RESORT /LODGE	CABIN/ COTTAGE RENTED	CAMP/ TRAILER		TOTAL
								PARK	OTHER	
UNDER	5.	4.	0.	4.	0.	0.	2.	4.	1.	20.
\$6,000	25.00	20.00	.00	20.00	.00	.00	10.00	20.00	5.00	100.00
	18.52	20.00	.00	9.30	.00	.00	14.29	10.26	25.00	12.90
	3.23	2.58	.00	2.58	.00	.00	1.29	2.58	.65	12.90
\$6,000 -	7.	0.	1.	9.	0.	0.	3.	8.	0.	28.
\$7,999	25.00	.00	3.57	32.14	.00	.00	10.71	28.57	.00	100.00
	25.93	.00	25.00	20.93	.00	.00	21.43	20.51	.00	18.06
	4.52	.00	.65	5.81	.00	.00	1.94	5.16	.00	18.06
\$8,000 -	9.	4.	2.	12.	1.	0.	5.	18.	2.	53.
\$11,999	16.98	7.55	3.77	22.64	1.89	.00	9.43	33.96	3.77	100.00
	33.33	20.00	50.00	27.91	100.00	.00	35.71	46.15	50.00	34.19
	5.81	2.58	1.29	7.74	.65	.00	3.23	11.61	1.29	34.19
\$12,000 -	4.	7.	0.	4.	0.	2.	2.	3.	1.	23.
\$14,999	17.39	30.43	.00	17.39	.00	8.70	8.70	13.04	4.35	100.00
	14.81	35.00	.00	9.30	.00	66.67	14.29	7.69	25.00	14.84
	2.58	4.52	.00	2.58	.00	1.29	1.29	1.94	.65	14.84
OVER	2.	5.	1.	14.	0.	1.	2.	6.	0.	31.
\$14,999	6.45	16.13	3.23	45.16	.00	3.23	6.45	19.35	.00	100.00
	7.41	25.00	25.00	32.56	.00	33.33	14.29	15.38	.00	20.00
	1.29	3.23	.65	9.03	.00	.65	1.29	3.87	.00	20.00
TOTAL	27.	20.	4.	43.	1.	3.	14.	39.	4.	155.
	17.42	12.90	2.58	27.74	.65	1.94	9.03	25.16	2.58	100.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	17.42	12.90	2.58	27.74	.65	1.94	9.03	25.16	2.58	100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 5

RESPONDENTS' OCCUPATION, BY NUMBER OF VISITS TO SAINTE-MARIE
AMONG THE HURONS, BY ADULT/FAMILY PARTIES, 1971

OCCUPATION	FIRST VISIT	TWO VISITS	THREE VISITS	FOUR VISITS	FIVE VISITS AND OVER	TOTAL
PROFESSIONAL	87. 65.91 30.96 18.67	31. 23.48 25.41 6.65	2. 1.52 7.14 .43	5. 3.79 31.25 1.07	7. 5.30 38.89 1.50	132. 100.00 28.33 28.33
MANAGER/ OWNER	42. 58.33 14.95 9.01	24. 33.33 19.67 5.15	3. 4.17 10.71 .64	1. 1.39 6.25 .21	2. 2.78 11.11 .43	72. 100.00 15.45 15.45
SALES	21. 67.74 7.47 4.51	8. 25.81 6.56 1.72	1. 3.23 3.57 .21	1. 3.23 6.25 .21	0. .00 .00 .00	31. 100.00 6.65 6.65
CLERK	15. 62.50 5.34 3.22	6. 25.00 4.92 1.29	1. 4.17 3.57 .21	1. 4.17 6.25 .21	1. 4.17 5.56 .21	24. 100.00 5.15 5.15
SKILLED LABOURER	55. 56.12 19.57 11.80	27. 27.55 22.13 5.79	8. 8.16 28.57 1.72	3. 3.06 18.75 .64	5. 5.10 27.78 1.07	98. 100.00 21.03 21.03
UNSKILLED LABOURER	7. 63.64 2.49 1.50	3. 27.27 2.46 .64	1. 9.09 3.57 .21	0. .00 .00 .00	0. .00 .00 .00	11. 100.00 2.36 2.36
FARMER	7. 50.00 2.49 1.50	3. 21.43 2.46 .64	2. 14.29 7.14 .43	2. 14.29 12.50 .43	0. .00 .00 .00	14. 100.00 3.00 3.00
RETIRED/ HOUSEHOLDER	9. 42.86 3.20 1.93	9. 42.86 7.38 1.93	1. 4.76 3.57 .21	1. 4.76 6.25 .21	1. 4.76 5.56 .21	21. 100.00 4.51 4.51
STUDENT	10. 52.63 3.56 2.15	2. 10.53 1.64 .43	5. 26.32 17.86 1.07	2. 10.53 12.50 .43	0. .00 .00 .00	19. 100.00 4.08 4.08
OTHER	28. 63.64 9.96 6.01	9. 20.45 7.38 1.93	4. 9.09 14.29 .86	0. .00 .00 .00	3. 6.82 15.79 .64	44. 100.00 9.44 9.44
TOTAL	281. 60.30 100.00 60.30	122. 26.18 100.00 26.18	28. 6.01 100.00 6.01	16. 3.43 100.00 3.43	19. 4.07 100.00 4.07	466. 100.00 100.00 100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 6

RESPONDENTS' ANNUAL FAMILY INCOME, BY NUMBER OF VISITS TO
SAINTE-MARIE AMONG THE HURONS, BY ADULT/FAMILY PARTIES, 1971

FAMILY INCOME	FIRST VISIT	TWO VISITS	THREE VISITS	FOUR VISITS	FIVE VISITS AND OVER	TOTAL
UNDER	23.	12.	4.	0.	1.	40.
\$6,000	57.50	30.00	10.00	.00	2.50	100.00
	8.88	11.32	16.67	.00	6.25	9.59
	5.52	2.88	.96	.00	.24	9.59
\$6,000 - \$7,999	35.	24.	7.	3.	4.	73.
	47.95	32.88	9.59	4.11	5.48	100.00
	13.51	22.64	29.17	25.00	25.00	17.51
	8.39	5.76	1.68	.72	.96	17.51
\$8,000 - \$11,999	97.	37.	9.	3.	5.	151.
	64.24	24.50	5.96	1.99	3.31	100.00
	37.45	34.91	37.50	25.00	31.25	36.21
	23.26	8.87	2.16	.72	1.20	36.21
\$12,000 - \$14,999	50.	21.	3.	3.	0.	77.
	64.94	27.27	3.90	3.90	.00	100.00
	19.31	19.81	12.50	25.00	.00	18.47
	11.99	5.04	.72	.72	.00	18.47
OVER \$14,999	54.	12.	1.	3.	6.	76.
	71.05	15.79	1.32	3.95	7.89	100.00
	20.85	11.32	4.17	25.00	37.50	18.23
	12.95	2.88	.24	.72	1.44	18.23
TOTAL	259.	106.	24.	12.	16.	417.
	62.11	25.42	5.76	2.88	3.84	100.00
	100.00	100.00	100.00	100.00	100.00	100.00
	62.11	25.42	5.76	2.88	3.84	100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE.

TABLE 7

AVERAGE NUMBER OF VISITS TO SAINTE-MARIE AMONG THE HURONS,
BY COUNTY OF ORIGIN OF ADULT/FAMILY PARTIES, 1971

COUNTY NAME	SAMPLE SIZE	SUM	AVERAGE	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
CARLETON	5	7.	1.4 VISITS	.5	.2	2.	1.
FRONTENAC	3	3.	1.0 "	.0	.0	1.	1.
LENNOX & ADDINGTON	1	1.	1.0 "	----	----	1.	1.
HASTINGS	6	7.	1.2 "	.4	.2	2.	1.
PRINCE EDWARD	1	1.	1.0 "	----	----	1.	1.
PETERBOROUGH	5	9.	1.8 "	.8	.4	3.	1.
VICTORIA	2	8.	4.0 "	4.2	3.0	7.	1.
ONTARIO	7	9.	1.3 "	.5	.2	2.	1.
YORK	158	284.	1.8 "	1.2	.1	7.	1.
PEEL	8	10.	1.3 "	.5	.2	2.	1.
DUFFERIN	2	5.	2.5 "	2.1	1.5	4.	1.
WELLINGTON	9	12.	1.3 "	.5	.2	2.	1.
HALTON	5	8.	1.6 "	.5	.2	2.	1.
WENTWORTH	16	22.	1.4 "	1.0	.3	5.	1.
LINCOLN	5	7.	1.4 "	.5	.2	2.	1.
WELLAND	8	12.	1.5 "	.9	.3	3.	1.
HALDIMAND	2	3.	1.5 "	.7	.5	2.	1.
BRANT	1	2.	2.0 "	----	----	2.	2.
WATERLOO	12	23.	1.9 "	1.1	.3	4.	1.
PERTH	5	6.	1.2 "	.4	.2	2.	1.
OXFORD	10	16.	1.6 "	1.3	.4	5.	1.
NORFOLK	1	1.	1.0 "	----	----	1.	1.
ELGIN	4	4.	1.0 "	.0	.0	1.	1.
KENT	5	7.	1.4 "	.5	.2	2.	1.
ESSEX	13	25.	1.9 "	1.7	.5	7.	1.
LAMBTON	8	13.	1.6 "	.7	.3	3.	1.
MIDDLESEX	20	34.	1.7 "	1.4	.3	7.	1.
HURON	2	3.	1.5 "	.7	.5	2.	1.
BRUCE	1	1.	1.0 "	----	----	1.	1.
GREY	9	15.	1.7 "	.7	.2	3.	1.
SIMCOE	39	86.	2.2 "	1.5	.2	7.	1.
MUSKOKA	1	1.	1.0 "	----	----	1.	1.
HALIBURTON	1	1.	1.0 "	----	----	1.	1.
RENFREW	6	10.	1.7 "	.8	.3	3.	1.
NIPISSING	5	8.	1.6 "	.5	.2	2.	1.
PARRY SOUND	3	7.	2.3 "	1.5	.9	4.	1.
SUDBURY	11	15.	1.4 "	.9	.3	4.	1.
TEMISKAMING	1	1.	1.0 "	----	----	1.	1.
COCHRANE	4	6.	1.5 "	.6	.3	2.	1.
ALGOMA	1	1.	1.0 "	----	----	1.	1.
RAINY RIVER	1	1.	1.0 "	----	----	1.	1.
OUTSIDE ONTARIO	64	105.	1.6 "	1.8	.2	11.	1.
TOTAL	471	800.	1.7 "	1.2	.1	11.	1.

NOTE: COUNTIES AND DISTRICTS WITH "0" RESPONDENTS ARE NOT LISTED

TABLE 8

MAIN REASON FOR VISIT TO THE MIDLAND AREA,
BY TYPE OF DAY, SAINTE-MARIE AMONG THE HURONS
VISITED BY ADULT/FAMILY PARTIES, 1971

MAIN REASON	WEEKEND	WEEKDAY	TOTAL
VISIT	153.	93.	246.
SAINTE-	62.20	37.80	100.00
MARIE	67.40	38.91	52.79
	32.83	19.96	52.79
VACATION	45.	118.	163.
	27.61	72.39	100.00
	19.82	49.37	34.98
	9.66	25.32	34.98
COTTAGING	4.	4.	8.
	50.00	50.00	100.00
	1.76	1.67	1.72
	.86	.86	1.72
VISIT	11.	13.	24.
FRIENDS/	45.83	54.17	100.00
RELATIVES	4.85	5.44	5.15
	2.36	2.79	5.15
PILGRIMAGE	4.	4.	8.
	50.00	50.00	100.00
	1.76	1.67	1.72
	.86	.86	1.72
CAMPING	3.	0.	3.
	100.00	.00	100.00
	1.32	.00	.64
	.64	.00	.64
BUSINESS	0.	1.	1.
	.00	100.00	100.00
	.00	.42	.21
	.00	.21	.21
SHOPPING	0.	1.	1.
	.00	100.00	100.00
	.00	.42	.21
	.00	.21	.21
OTHER	7.	5.	12.
	58.33	41.67	100.00
	3.08	2.09	2.58
	1.50	1.07	2.58
TOTAL	227.	239.	466.
	48.71	51.29	100.00
	100.00	100.00	100.00
	48.71	51.29	100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE,
OVERALL PERCENTAGE.

TABLE 9

MAIN REASON FOR VISIT TO THE MIDLAND AREA, BY LOCAL EXPENDITURE
OF ADULT/FAMILY PARTIES, 1971

MAIN REASON	\$0-10	\$11-20	\$21-30	\$31-40	\$41-50	\$51-60	\$61-100	\$101-200	OVER \$200	TOTAL
VISIT SAINTE- MARIE	166. 69.46 54.61 37.05	40. 16.74 55.56 8.93	19. 7.95 52.78 4.24	7. 2.93 41.18 1.56	3. 1.26 25.00 .67	1. .42 50.00 .22	0. .00 100.00 .00	2. .84 100.00 .45	1. .42 100.00 .22	239. 100.00 53.35 53.35
VACATION	98. 62.82 32.24 21.87	24. 15.38 33.33 5.36	16. 10.26 44.44 3.57	9. 5.77 52.94 2.01	7. 4.49 58.33 1.56	1. .64 50.00 .22	1. .64 50.00 .22	0. .00 100.00 .00	0. .00 100.00 .00	156. 100.00 34.82 34.82
COTTAGING	7. 100.00 2.30 1.56	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	7. 100.00 1.56 1.56
VISIT FRIENDS/ RELATIVES	15. 68.18 4.93 3.35	5. 22.73 6.94 1.12	1. 4.55 2.78 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 4.55 50.00 .22	0. .00 100.00 .00	0. .00 100.00 .00	22. 100.00 4.91 4.91
PILGRIMAGE	6. 75.00 1.97 1.34	2. 25.00 2.78 .45	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	8. 100.00 1.79 1.79
CAMPING	2. 66.67 .66 .45	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 33.33 8.33 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	3. 100.00 .67 .67
BUSINESS	1. 100.00 .33 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 100.00 .22 .22
SHOPPING	1. 100.00 .33 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 100.00 .22 .22
OTHER	8. 72.73 2.63 1.79	1. 9.09 1.39 .22	0. .00 .00 .00	1. 9.09 5.88 .22	1. 9.09 8.33 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	11. 100.00 2.46 2.46
TOTAL	304. 67.86 100.00 67.86	72. 16.07 100.00 16.07	36. 8.04 100.00 8.04	17. 3.79 100.00 3.79	12. 2.68 100.00 2.68	2. .45 100.00 .45	2. .45 100.00 .45	2. .45 100.00 .45	1. .22 100.00 .22	448. 100.00 100.00 100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 10

RESPONDENTS' OCCUPATION BY FIRST INTEREST IN VISITING SAINTE-MARIE
AMONG THE HURONS, ADULT/FAMILY PARTIES, 1971

OCCUPATION	RECOMMENDED BY FRIENDS/ RELATIVES	TRAVEL AGENT	GOV'T TOURIST OFFICE	MOVIE	MAGAZINE ADVER- TISEMENT	PAPER ADVER- TISEMENT	EN ROUTE	MAGAZINE ARTICLE	T.V. ADVER- TISEMENT	RADIO ADVER- TISEMENT	OTHER	DON'T KNOW
PROFES- SIONAL	48. 37.21 29.09 10.39	1. .78 50.00 .22	10. 7.75 50.00 2.16	4. 3.10 57.14 .87	2. 1.55 22.22 .43	8. 6.20 40.00 1.73	12. 9.30 27.27 2.60	5. 3.88 26.32 1.08	1. .78 20.00 .22	0. .00 .00 .00	35. 27.13 23.81 7.58	3. 2.33 13.64 .65
MANAGER/ OWNER	22. 30.99 13.33 4.76	0. .00 .00 .00	2. 2.82 10.00 .43	1. 1.41 14.29 .22	2. 2.82 22.22 .43	3. 4.23 15.00 .65	8. 11.27 18.18 1.73	2. 2.82 10.53 .43	3. 4.23 60.00 .65	1. 1.41 50.00 .22	25. 35.21 17.01 5.41	2. 2.82 9.09 .43
SALES	14. 45.16 8.48 3.03	0. .00 .00 .00	2. 6.45 10.00 .43	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	4. 12.90 9.09 .87	4. 12.90 21.05 .87	0. .00 .00 .00	1. 3.23 50.00 .22	5. 16.13 3.40 1.08	1. 3.23 4.55 .22
CLERK	7. 29.17 4.24 1.52	1. 4.17 50.00 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	3. 12.50 15.00 .65	1. 4.17 2.27 .22	2. 8.33 10.53 .43	0. .00 .00 .00	0. .00 .00 .00	6. 25.00 4.08 1.30	4. 16.67 18.18 .87
SKILLED LABOURER	36. 36.73 21.82 7.79	0. .00 .00 .00	4. 4.08 20.00 .87	0. .00 .00 .00	4. 4.08 44.44 .87	3. 3.06 15.00 .65	13. 13.27 29.55 2.81	5. 5.10 26.32 1.08	1. 1.02 20.00 .22	0. .00 .00 .00	27. 27.55 18.37 5.84	5. 5.10 22.73 1.08
UNSKILLED LABOURER	3. 30.00 1.82 .65	0. .00 .00 .00	0. .00 .00 .00	1. 10.00 14.29 .22	0. .00 .00 .00	0. .00 .00 .00	2. 20.00 4.55 .43	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	3. 30.00 2.04 .65	1. 10.00 4.55 .22
FARMER	5. 35.71 3.03 1.08	0. .00 .00 .00	1. 7.14 5.00 .22	0. .00 .00 .00	1. 7.14 11.11 .22	1. 7.14 5.00 .22	1. 7.14 2.27 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	5. 35.71 3.40 1.08	0. .00 .00 .00
RETIRED/ HOUSEHOLDER	9. 42.86 5.45 1.95	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 4.76 5.00 .22	1. 4.76 2.27 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	8. 38.10 5.44 1.73	2. 9.52 9.09 .43
STUDENT	7. 36.84 4.24 1.52	0. .00 .00 .00	0. .00 .00 .00	1. 5.26 14.29 .22	0. .00 .00 .00	0. .00 .00 .00	1. 5.26 2.27 .22	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	9. 47.37 6.12 1.95	1. 5.26 4.55 .22
OTHER	14. 31.11 8.48 3.03	0. .00 .00 .00	1. 2.22 5.00 .22	0. .00 .00 .00	0. .00 .00 .00	1. 2.22 5.00 .22	1. 2.22 2.27 .22	1. 2.22 5.26 .22	0. .00 .00 .00	0. .00 .00 .00	24. 53.33 16.33 5.19	3. 6.67 13.64 .65
TOTAL	165. 35.71 100.00 35.71	2. .43 100.00 .43	20. 4.33 100.00 4.33	7. 1.52 100.00 1.52	9. 1.95 100.00 1.95	20. 4.33 100.00 4.33	44. 9.52 100.00 9.52	19. 4.11 100.00 4.11	5. 1.08 100.00 1.08	2. .43 100.00 .43	147. 31.82 100.00 31.82	22. 4.76 100.00 4.76

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 11

FIRST INTEREST IN VISITING SAINTE-MARIE AMONG THE HURONS, BY TYPE OF
ACCOMMODATION USED IN THE MIDLAND AREA, ADULT/FAMILY PARTIES, 1971

FIRST INTEREST	HOME OF FRIENDS/ RELATIVES	OWN COTTAGE	HOTEL	MOTEL	MOTOR HOTEL	RESORT/ LODGE	CABIN/ COTTAGE RENTED	HOSTEL	CAMP/ TRAILER PARK	OTHER	TOTAL
RECOMMENDED BY FRIENDS/ RELATIVES	16. 25.81 57.14 9.36	8. 12.90 38.10 4.68	0. .00 .00 .00	16. 25.81 34.04 9.36	0. .00 .00 .00	0. .00 .00 .00	7. 11.29 41.18 4.09	0. .00 .00 .00	13. 20.97 29.55 7.60	2. 3.23 33.33 1.17	62. 100.00 36.26 36.26
TRAVEL AGENT	0. .00 .00 .00	0. .00 .00 .00	1. 100.00 25.00 .58	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 100.00 .58 .58
GOVERNMENT TOURIST OFFICE	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	4. 57.14 8.51 2.34	0. .00 .00 .00	0. .00 .00 .00	1. 14.29 5.88 .58	0. .00 .00 .00	2. 28.57 4.55 1.17	0. .00 .00 .00	7. 100.00 4.09 4.09
MOVIE	0. .00 .00 .00	1. 50.00 4.76 .58	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 50.00 16.67 .58	2. 100.00 1.17 1.17
MAGAZINE ADVER- TISEMENT	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	3. 100.00 6.82 1.75	0. .00 .00 .00	3. 100.00 1.75 1.75
PAPER ADVER- TISEMENT	2. 28.57 7.14 1.17	1. 14.29 4.76 .58	0. .00 .00 .00	3. 42.86 6.38 1.75	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	1. 14.29 2.27 .58	0. .00 .00 .00	7. 100.00 4.09 4.09
EN ROUTE	0. .00 .00 .00	3. 13.04 14.29 1.75	1. 4.35 25.00 .58	6. 26.09 12.77 3.51	1. 4.35 100.00 .58	1. 4.35 33.33 .58	4. 17.39 23.53 2.34	0. .00 .00 .00	7. 30.43 15.91 4.09	0. .00 .00 .00	23. 100.00 13.45 13.45
T.V. AND RADIO ADVER- TISEMENT	1. 50.00 3.57 .58	0. .00 .00 .00	0. .00 .00 .00	1. 50.00 2.13 .58	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	2. 100.00 1.17 1.17
MAGAZINE ARTICLES	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	2. 33.33 4.26 1.17	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00	4. 66.67 9.09 2.34	0. .00 .00 .00	6. 100.00 3.51 3.51
OTHER	8. 15.38 28.57 4.68	8. 15.38 38.10 4.68	2. 3.85 50.00 1.17	14. 26.92 29.79 8.19	0. .00 .00 .00	2. 3.85 66.67 1.17	4. 7.69 23.53 2.34	0. .00 .00 .00	12. 23.08 27.27 7.02	2. 3.85 33.33 1.17	52. 100.00 30.41 30.41
DON'T KNOW	1. 16.67 3.57 .58	0. .00 .00 .00	0. .00 .00 .00	1. 16.67 2.13 .58	0. .00 .00 .00	0. .00 .00 .00	1. 16.67 5.88 .58	0. .00 .00 .00	2. 33.33 4.55 1.17	1. 16.67 16.67 .58	6. 100.00 3.51 3.51
TOTAL	28. 16.37 100.00 16.37	21. 12.28 100.00 12.28	4. 2.34 100.00 2.34	47. 27.49 100.00 27.49	1. .58 100.00 .58	3. 1.75 100.00 1.75	17. 9.94 100.00 9.94	0. .00 100.00 .00	44. 25.73 100.00 25.73	6. 3.51 100.00 3.51	171. 100.00 100.00 100.00

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 12

NUMBER OF VISITS TO SAINTE-MARIE AMONG THE HURONS
BY YOUTH/SCHOOL GROUPS, 1971

NUMBER OF VISITS	FREQUENCY	PERCENT	BAR CHART - PERCENTAGES					
			0	20	40	60	80	100
FIRST VISIT	22	56.4	I	I	I	I	I	I
TWO VISITS	8	20.5						
THREE VISITS	3	7.7						
FOUR VISITS	2	5.1						
5-10	4	10.3						
11 AND OVER	0	.0						
TOTAL	39	100.0						

TABLE 13

ORIGIN OF YOUTH/SCHOOL GROUPS VISITING SAINTE-MARIE AMONG THE HURONS, 1971

ORIGIN	FREQUENCY	PERCENT	BAR CHART - PERCENTAGES					
			0	20	40	60	80	100
TORONTO	9	23.1	I	I	I	I	I	I
OWEN SOUND	3	7.7	—	—	—	—	—	—
LONDON	2	5.1	—	—	—	—	—	—
KITCHENER	1	2.6	—	—	—	—	—	—
HAMILTON/ BURLINGTON	2	5.1	—	—	—	—	—	—
ORILLIA	4	10.3	—	—	—	—	—	—
MIDLAND	1	2.6	—	—	—	—	—	—
REST OF ONTARIO	16	41.0	—	—	—	—	—	—
OTHER PROVINCES	1	2.6	—	—	—	—	—	—
TOTAL	39	100.0						

TABLE 14

LOCAL EXPENDITURE, BY YOUTH/SCHOOL GROUPS VISITING
SAINTE-MARIE AMONG THE HURONS, 1971

EXPEN- DITURE	FREQUENCY	PERCENT	BAR CHART - PERCENTAGES					
			0	20	40	60	80	100
\$0-10	3	8.6	—	I	I	I	I	I
\$11-20	3	8.6	—					
\$21-30	10	28.6	—					
\$31-40	4	11.4	—					
\$41-50	2	5.7	—					
\$51-60	1	2.9	—					
\$61-100	6	17.1	—					
\$101-200	5	14.3	—					
OVER \$200	1	2.9	—					
TOTAL	35	100.0						

TABLE 15

LOCAL EXPENDITURE PER YOUTH/SCHOOL GROUPS VISITING
SAINTE-MARIE AMONG THE HURONS, BY ORIGIN 1971

ORIGIN	SAMPLE SIZE	SUM	AVERAGE	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
TORONTO	9	\$568.	\$63.1	47.0	15.7	160.	16.
OWEN SOUND	2	55.	27.5	3.5	2.5	30.	25.
LONDON	2	197.	98.5	24.7	17.5	116.	81.
KITCHENER	1	54.	54.0	----	----	54.	54.
HAMILTON/ BURLINGTON	2	145.	72.5	38.9	27.5	100.	45.
ORILLIA	4	132.	33.0	23.5	11.7	68.	19.
MIDLAND	1	3.	3.0	----	----	3.	3.
REST OF ONTARIO	14	862.	61.6	63.3	16.9	210.	6.
TOTAL	35	\$2,016.	\$57.6	50.0	8.5	210.	3.

TABLE 16

TYPE OF DAY SAINTE-MARIE AMONG THE HURONS VISITED,
BY YOUTH/SCHOOL GROUPS, 1971

TYPE OF DAY	FREQUENCY	PERCENT	BAR CHART - PERCENTAGES					
			0	20	40	60	80	100
WEEKEND	5	12.8	I	I	I	I	I	I
WEEKDAY	34	87.2						
TOTAL	39	100.0						

TABLE 17 SOCIO-ECONOMIC LEVEL OF YOUTH/SCHOOL GROUPS VISITING SAINTE-MARIE AMONG THE HURONS, 1971

LEVEL	FREQUENCY	PERCENT	BAR CHART - PERCENTAGES					
			0	20	40	60	80	100
UPPER LEVEL	2	5.1	I	I	I	I	I	I
MIDDLE LEVEL	32	82.1						
LOWER LEVEL	5	12.8						
TOTAL	39	100.0						

TABLE 18

RESPONDENTS' FIRST COMMENT BY TYPE AND GRADE, 1971

TYPE OF COMMENT	GRADE OF COMMENT			TYPE OF COMMENT	GRADE OF COMMENT		
	SATIS-FACTORY	UNSATIS-FACTORY	TOTAL		SATIS-FACTORY	UNSATIS-FACTORY	TOTAL
GENERAL COMMENT	307. 98.71 75.43 66.31	4. 1.29 7.14 .86	311. 100.00 67.17 67.17	PAMPHLET	0. .00 .00 .00	5. 100.00 8.93 1.08	5. 100.00 1.08 1.08
MUSEUM BUILDING	37. 90.24 9.09 7.99	4. 9.76 7.14 .86	41. 100.00 8.86 8.86	ADVERTISING	0. .00 .00 .00	7. 100.00 12.50 1.51	7. 100.00 1.51 1.51
HISTORY FILM	11. 73.33 2.70 2.38	4. 26.67 7.14 .86	15. 100.00 3.24 3.24	ENTRANCE FEES	2. 50.00 .49 .43	2. 50.00 3.57 .43	4. 100.00 .86 .86
AUDIO-VISUAL	0. .00 .00 .00	1. 100.00 1.79 .22	1. 100.00 .22 .22	EATING PLACES	0. .00 .00 .00	3. 100.00 5.36 .65	3. 100.00 .65 .65
HANDICRAFTS	2. 50.00 .49 .43	2. 50.00 3.57 .43	4. 100.00 .86 .86	BUILDING NUMBER	0. .00 .00 .00	8. 100.00 14.29 1.73	8. 100.00 1.73 1.73
EDUCATION HISTORY	21. 95.45 5.16 4.54	1. 4.55 1.79 .22	22. 100.00 4.75 4.75	ROAD SIGNS	0. .00 .00 .00	0. .00 .00 .00	0. .00 .00 .00
AUTHENTIC	6. 85.71 1.47 1.30	1. 14.29 1.79 .22	7. 100.00 1.51 1.51	WILL RETURN	1. 100.00 .25 .22	0. .00 .00 .00	1. 100.00 .22 .22
RECONSTRUCT	13. 86.67 3.19 2.81	2. 13.33 3.57 .43	15. 100.00 3.24 3.24	OTHER SPECIFIED	1. 9.09 .25 .22	10. 90.91 17.86 2.16	11. 100.00 2.38 2.38
VISIT GUIDES	6. 85.71 1.47 1.30	1. 14.29 1.79 .22	7. 100.00 1.51 1.51	TOTAL	407. 87.90 100.00 87.90	56. 12.10 100.00 12.10	463. 100.00 100.00 100.00
ORGANIZED	0. .00 .00 .00	1. 100.00 1.79 .22	1. 100.00 .22 .22				

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE.

TABLE 19

RESPONDENTS' SECOND COMMENT, BY TYPE AND GRADE, 1971

TYPE OF COMMENT	GRADE OF COMMENT			TYPE OF COMMENT	GRADE OF COMMENT		
	SATIS-FACTORY	UNSATIS-FACTORY	TOTAL		SATIS-FACTORY	UNSATIS-FACTORY	TOTAL
GENERAL COMMENT	44.	4.	48.	PAMPHLET	0.	4.	4.
	91.67	8.33	100.00		.00	100.00	100.00
	19.73	5.41	16.16		.00	5.41	1.35
	14.81	1.35	16.16		.00	1.35	1.35
MUSEUM BUILDING	64.	8.	72.	ADVERTISING	2.	4.	6.
	88.89	11.11	100.00		33.33	66.67	100.00
	28.70	10.81	24.24		.90	5.41	2.02
	21.55	2.69	24.24		.67	1.35	2.02
HISTORY FILM	21.	0.	21.	ENTRANCE FEES	1.	1.	2.
	100.00	.00	100.00		50.00	50.00	100.00
	9.42	.00	7.07		.45	1.35	.67
	7.07	.00	7.07		.34	.34	.67
AUDIO-VISUAL	1.	1.	2.	EATING PLACES	0.	7.	7.
	50.00	50.00	100.00		.00	100.00	100.00
	.45	1.35	.67		.00	9.46	2.36
	.34	.34	.67		.00	2.36	2.36
HANDICRAFTS	2.	5.	7.	BUILDING NUMBER	0.	6.	6.
	28.57	71.43	100.00		.00	100.00	100.00
	.90	6.76	2.36		.00	8.11	2.02
	.67	1.68	2.36		.00	2.02	2.02
EDUCATION HISTORY	36.	1.	37.	ROAD SIGNS	0.	1.	1.
	97.30	2.70	100.00		.00	100.00	100.00
	16.14	1.35	12.46		.00	1.35	.34
	12.12	.34	12.46		.00	.34	.34
AUTHENTIC	16.	1.	17.	WILL RETURN	7.	1.	8.
	94.12	5.88	100.00		87.50	12.50	100.00
	7.17	1.35	5.72		3.14	1.35	2.69
	5.39	.34	5.72		2.36	.34	2.69
RECONSTRUCT	9.	0.	9.	OTHER SPECIFIED	6.	17.	23.
	100.00	.00	100.00		26.09	73.91	100.00
	4.04	.00	3.03		2.69	22.97	7.74
	3.03	.00	3.03		2.02	5.72	7.74
VISIT GUIDES	12.	8.	20.	TOTAL	223.	74.	297.
	60.00	40.00	100.00		75.08	24.92	100.00
	5.38	10.81	6.73		100.00	100.00	100.00
	4.04	2.69	6.73		75.08	24.92	100.00
ORGANIZED TOURS	2.	5.	7.				
	28.57	71.43	100.00				
	.90	6.76	2.36				
	.67	1.68	2.36				

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

TABLE 20

RESPONDENTS' THIRD COMMENT BY TYPE AND GRADE, 1971

TYPE OF COMMENT	GRADE OF COMMENT			TYPE OF COMMENT	GRADE OF COMMENT		
	SATIS-FACTORY	UNSATIS-FACTORY	TOTAL		SATIS-FACTORY	UNSATIS-FACTORY	TOTAL
GENERAL COMMENT	12.	1.	13.	PAMPHLET	0.	0.	0.
	92.31	7.69	100.00		.00	.00	.00
	17.39	3.13	12.87		.00	.00	.00
	11.88	.99	12.87		.00	.00	.00
MUSEUM BUILDING	21.	1.	22.	ADVERTISING	0.	1.	1.
	95.45	4.55	100.00		.00	100.00	100.00
	30.43	3.13	21.78		.00	3.13	.99
	20.79	.99	21.78		.00	.99	.99
HISTORY FILM	7.	1.	8.	ENTRANCE FEES	2.	2.	4.
	87.50	12.50	100.00		50.00	50.00	100.00
	10.14	3.13	7.92		2.90	6.25	3.96
	6.93	.99	7.92		1.98	1.98	3.96
AUDIO-VISUAL	0.	0.	0.	EATING PLACES	1.	2.	3.
	.00	.00	.00		33.33	66.67	100.00
	.00	.00	.00		1.45	6.25	2.97
	.00	.00	.00		.99	1.98	2.97
HANDICRAFTS	2.	1.	3.	BUILDING NUMBER	0.	5.	5.
	66.67	33.33	100.00		.00	100.00	100.00
	2.90	3.13	2.97		.00	15.63	4.95
	1.98	.99	2.97		.00	4.95	4.95
EDUCATION HISTORY	5.	0.	5.	ROAD SIGNS	0.	1.	1.
	100.00	.00	100.00		.00	100.00	100.00
	7.25	.00	4.95		.00	3.13	.99
	4.95	.00	4.95		.00	.99	.99
AUTHENTIC	1.	3.	4.	WILL RETURN	3.	0.	3.
	25.00	75.00	100.00		100.00	.00	100.00
	1.45	9.38	3.96		4.35	.00	2.97
	.99	2.97	3.96		2.97	.00	2.97
RECONSTRUCT	2.	0.	2.	OTHER SPECIFIED	3.	8.	11.
	100.00	.00	100.00		27.27	72.73	100.00
	2.90	.00	1.98		4.35	25.00	10.89
	1.98	.00	1.98		2.97	7.92	10.89
VISIT GUIDES	10.	1.	11.	TOTAL	69.	32.	101.
	90.91	9.09	100.00		68.32	31.68	100.00
	14.49	3.13	10.89		100.00	100.00	100.00
	9.90	.99	10.89		68.32	31.68	100.00
ORGANIZED TOURS	0.	5.	5.				
	.00	100.00	100.00				
	.00	15.63	4.95				
	.00	4.95	4.95				

EACH CELL CONTAINS: FREQUENCY, ROW PERCENTAGE, COLUMN PERCENTAGE, OVERALL PERCENTAGE

APPENDIX III

(a) Questionnaire Form - General

(b) Questionnaire Form - Youth/School Groups

THE SAINTE-MARIE ECONOMIC SURVEY, 1971

Location

The Ontario Department of Tourism and Information

Date

Hello, my name isof the Department of Tourism and Information.
We are conducting a survey on Sainte-Marie Among the Hurons, and I would like to ask you
a few questions about your visit.

SPEAK TO THE HEAD OF THE PARTY

1. Have you visited Sainte-Marie before? Yes 1() No 2() (5)
 If yes, how many times? (6/7)
2. Including yourself, how many adults (18 and over) are there (8/9)
 in your party?
 And how many children? (10/11)
3. In what town or city do you reside? (12)
 Province or State? (13)
4. How much have you (whole party) spent on today's visit to
 Sainte-Marie Among the Hurons for items such as: fees, gifts,
 shopping, food, fuel, last night's accommodation away from
 home (if any), etc.? \$..... (14/16)

SHOW THE MAP OF THE MIDLAND AREA

5. How much of the above was spent in the Midland area which
 stretches from the towns of Penetang to Port McNicoll
 (inclusively)? \$..... (17/19)

IF RESIDENT IS OF THE MIDLAND AREA, GO TO QUESTION #10

6. What was your main reason for visiting this region (the Midland area)
 of Ontario? CHECK ONE BOX IN FIRST COLUMN (20)
7. What other reason did you have for visiting this region?
 CHECK ONE BOX IN SECOND COLUMN (21)

	<u>Main Reason for Visit (20)</u>	<u>Other Reason (21)</u>
1. Visit Sainte-Marie	1()	1()
2. Just vacationing	2()	2()
3. Cottaging	3()	3()
4. Visiting friends/relatives	4()	4()
5. Pilgrimage	5()	5()
6. Camping	6()	6()
7. Business	7()	7()
8. Shopping	8()	8()
9. Other reasons	9()	9()

(PLEASE WRITE IN)

8. How much time have you spent in the area? (22/23)
either hours
or days (if any) (24/25)

9. (HAND BLUE CARD) If you stayed overnight in the Midland area,
what type of accommodation did you use last night?

- | | | |
|----------------------------------|--------------------------------|------|
| A. () Home of friends/relatives | F. () Resort/lodge | (26) |
| B. () Own cottage | G. () Cabins/cottage, rented | |
| C. () Hotel | H. () Hostel | |
| D. () Motel | I. () Campground/trailer park | |
| E. () Motor Hotel | J. () Other | |

10. How did you first become interested in visiting Sainte-Marie?
(DO NOT READ LIST)

- | | | |
|---|-----------------------------------|------|
| A. () Recommended by friends/relatives | H. () Magazine/newspaper article | (27) |
| B. () Travel agent | I. () Television advertising | |
| C. () Government travel office | J. () Radio advertising | |
| D. () Travelogue or documentary movie | K. () Other (specify) | |
| E. () Advertising in magazine | | |
| F. () Advertising in newspaper | L. () Don't know, don't recall | |
| G. () En route | | |

11. (HAND WHITE CARD) Would you tell me your occupation? Just give me the letter.

- | | | |
|-------------------------|----------------------------|------|
| A. () Professional | F. () Unskilled labour | (28) |
| B. () Managerial/owner | G. () Farmer | |
| C. () Sales | H. () Retired/householder | |
| D. () Clerical | I. () Student | |
| E. () Skilled labour | J. () Other | |

12. Which of the income categories below best describes your annual family income?
Just give me the letter.

- | | | |
|---------------------------|----------------------------|------|
| A. () under \$6,000 | D. () \$12,000 - \$14,999 | (29) |
| B. () \$6,000 - \$7,999 | E. () \$15,000 and over | |
| C. () \$8,000 - \$11,999 | | |

TAKE CARDS BACK

Do you have any specific comments to make about Sainte-Marie Among the Hurons?

.....
.....
.....
..... (30)

(Interviewer's Signature)

Location

Date

The Ontario Department of Tourism and Information

Hello, my name is of the Department of Tourism and Information. We are conducting a survey on Sainte-Marie Among the Hurons, and I would like to ask you a few questions about your visit.

SPEAK TO THE HEAD (TEACHER) OF THE GROUP

- | | | | | |
|-----|--|----------|---------|---------|
| 1. | Have you visited Sainte-Marie before? | Yes 1() | No 2() | (5) |
| | If yes, how many times? | | | (6/7) |
| 2. | Including yourself, how many adults (18 and over) | | | |
| | are there in your party (bus-group)? | | | (8/9) |
| | - and how many children? | | | (10/11) |
| 3. | In what town or city do you reside? | | | (12) |
| | Province or State? | | | (13) |
| 4a. | What would you estimate your group spent for pupil | | | |
| | on today's visit? | \$..... | | (14/16) |
| 4b. | Could you estimate how much have your whole group | | | |
| | spent on today's visit to Sainte-Marie Among the | | | |
| | Hurons for items such as: fees, gifts, shopping, | | | |
| | food, fuel, last night's accommodation away from | | | |
| | home (if any), etc.? | \$..... | | (17/20) |

SHOW THE MAP OF THE MIDLAND AREA

5. How much of the above total (4b) was spent in the Midland area which stretches from the towns of Penetang to Port McNicoll? \$..... (21/24)

IF RESIDENT IS OF THE MIDLAND AREA, GO TO QUESTION #7

6. How much time have your group spent in the area?
- either hours (25/26)
- or days (if any) (27/28)

7. How would you generally classify the socio-economic level of your students?

- 1 () Upper level
- 2 () Middle level
- 3 () Lower level

(29)

What is the reaction of your students to Sainte-Marie Among the Hurons?

.....
.....
.....
.....

(30)

(Interviewer's Signature)





